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BROADCASTING

Broadcast Advertising

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WASHINGTON, D. C.
JANUARY 15, 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

JOHN CRERAR
JAN 16 1937

GROWING *Fast!*

TEXAS QUALITY NETWORK

Last July, *Sales Management* said, "Business in the Lone Star State is clipping along at a merry pace. Not only does this state offer excellent current sales possibilities, many sales executives believe it to be on the verge of a period of tremendous growth." . . . In the ensuing months, all business indices have confirmed this prediction . . . Texas and the whole Southwest market is *GROWING FAST*, affording 1937's biggest sales opportunities.

National and regional sponsors are now cultivating the Southwest profitably through the facilities of TQN. It will pay you to investigate this huge market and the convenience, economy and effectiveness of its *only* regional network.

National Representatives: Edward Petry & Co., Inc.

50,000 Watts
WFAA
DALLAS

50,000 Watts
WBAP
FORT WORTH

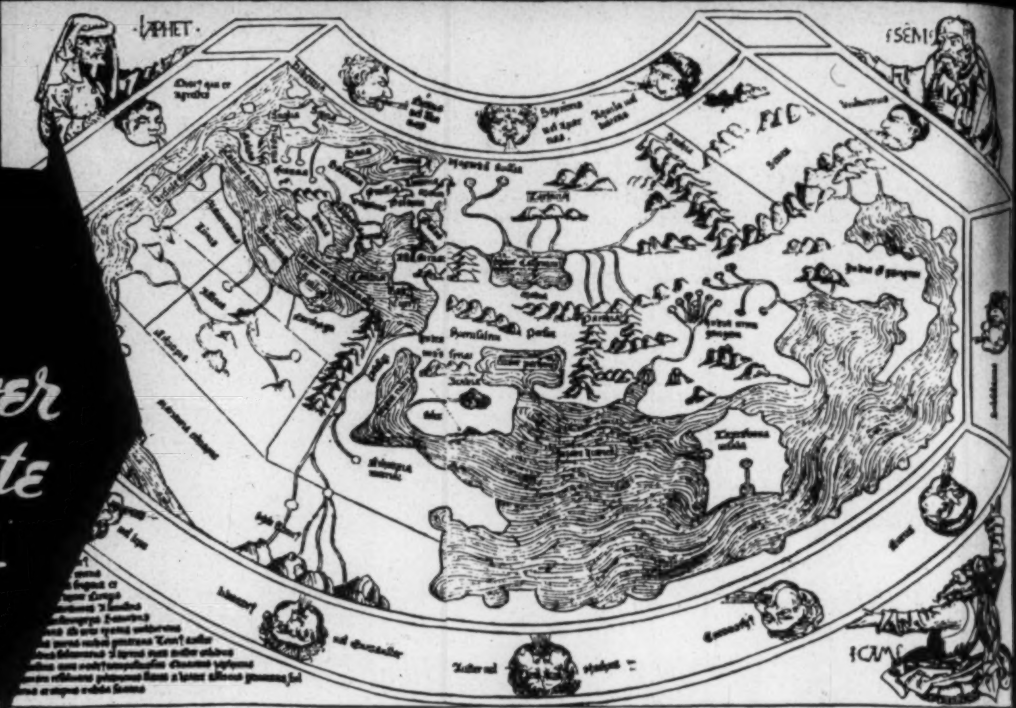
50,000 Watts
WOAI
SAN ANTONIO

5,000 Watts (D)
KPRC
HOUSTON

XUM

Risky Business

to be IN or ON the air around Denver with an obsolete map like this

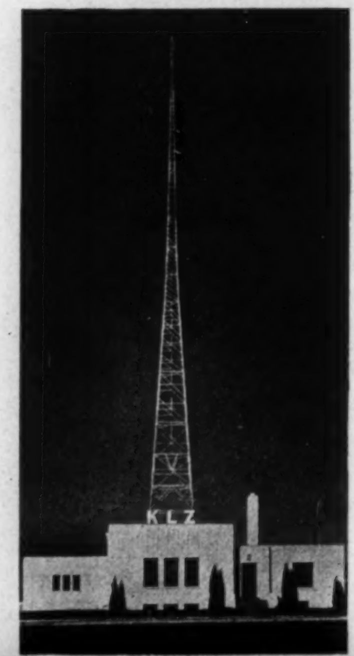


There's a NEW Denver air map for blind-flying airmen!

- Blind flying by guesswork, by habit or by luck with obsolete air maps is risky business.

KLZ's new 444-foot vertical antenna has made old Denver air maps obsolete for flyers. KLZ's new facilities from microphone to antenna . . . KLZ's new life and vigor under new, aggressive management—KLZ's superior programming and alert showmanship . . . KLZ's rise to gilt-edged community esteem . . . these have made big changes for radio advertisers in the Denver air map.

KLZ has given radio advertisers a new, shorter and more profitable air route to the high spending power of this wealthy market. Bring your map up-to-date. From now on, take the KLZ air route to the Denver Rocky Mountain region.



- Top Above: A 1493 map of the world from the Nuremberg Chronicle.

- Above: Instruments for blind flying in a new U. S. Army training plane. With these, the pilot can "feel" where he is going. To "see" and know where he is, he must have accurate, up-to-date air charts.

- Left: The new transmitter and tower of KLZ. With this brand new high-fidelity equipment and daytime power increase, KLZ has changed the radio coverage map of the Denver Rocky Mountain region. Its programs and community service have changed the listening habits of this area.

KLZ DENVER

"The Pioneer Radio Station of the West"

Affiliated in Management with WKY and the Oklahoma Publishing Company

CBS AFFILIATE - - - 560 KILOCYCLES

- **Representative—E. Katz Special Advertising Agency**

$319.60 Retail Sales for every man, woman and child!

That's a Market!

IN actual retail trade volume, New England is the second best market in the country. The United States Census of Business for 1935 reports retail sales of $319.60 per capita.*

So rich a market and one so densely populated is quickly responsive to sales persuasion.

Yet, with all its concentration, New England is regional-network territory. Direct aim at every important market is necessary in order to obtain worthwhile results.

The Colonial Network is your medium for making a wide appeal, reaching the large sales points at low cost. These thirteen popular stations provide the point-of-sale effectiveness in the many spots you must reach to cover the New England market.

**For comparison: Pacific Coast States,* $363.83; *Middle Atlantic States,* $302.66; *United States Average,* $255.22.

WAAB	Boston
WEAN	Providence
WICC	Bridgeport
WTHT	Hartford
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell
WBRY	Waterbury
WLNH	Laconia
WRDO	Augusta

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO. INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

LOST:

†

The dictionaries of the English language contain thousands of words followed by this standard symbol (†). Its meaning, as you know, is that these words have grown obsolete—have become useless handles for ideas or things that have lost or changed their significance.

To these words, radio tends to add two more—dooming with the fateful dagger (†), if not the whole words, at least one of their commonest advertising meanings.

The words are "*mass*" and "*class*"—generally paired with "*market*" or "*circulation*". Mass Market, Class Market—Mass Circulation, Class Circulation—they *have* been as far apart as the poles. But they move closer together, these days.

Much closer. Evidence piles up to prove how rapidly the distinction between them—as two different kinds of circulation—is vanishing. How *radio* is erasing it. Class markets and mass markets are dissolved in the one great, *all*-inclusive market so comprehensively embraced by the long arms of broadcasting.

The manufacturer of a three-thousand dollar motor car and the manufacturer of a ten-cent bar of soap both turn to radio to sell their goods, both assured that they are reaching *all* the people with money to spend and urge to buy.

The soundness of their strategy is based on the fact that radio is magnetized to attract both poles of America's income structure—the classes *and* the masses. If you can bear with a few figures: the Starch Studies, even of 1935, show that

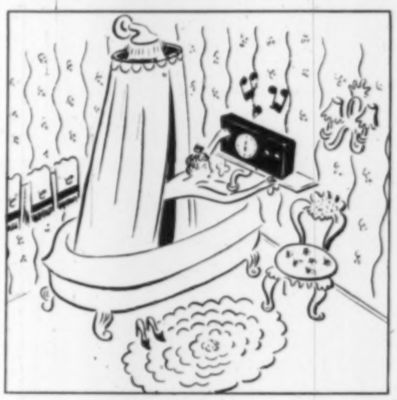
XUM

A DISTINCTION

more than 99% of the families with incomes of $10,000 and over (there are 785,919 of them in the United States) own radios. And that, at the extreme lower end of the income scale, among families *under* $1,000 a year, there is a radio ownership of better than 70%. More significantly, the difference in *average daily listening time* between the two groups is only 30 minutes—ranging from 4 hrs. 12 min. per day for families with $10,000 and over, to 4 hrs. 42 min. per day for families under $1,000.

The point is driven home in the most recent CBS study, called "The Very Rich". In it, are the actual radio case-histories of hundreds of Boston families—*all of them very rich—all socially prominent. And all listening!*

Every family had at least one radio. Almost half owned *four or more* radios. Some reported *fourteen* radios each! The average for the entire group was three sets per household.



A Boston family reported an extra radio set in the bathroom—"to facilitate listening to morning programs".

With so much else to fill their effervescent lives, many of these families still set aside from *four to six hours* a day for radio listening.

But of greatest significance were their program preferences. *In almost every classification of radio entertainment their first choices almost perfectly matched the first choices of the nation's entire radio audience.* The *same* programs, by and large, reach the richest people *and* their millions of fellow citizens, alike!

Thus, the distinction between mass and class in radio advertising grows increasingly obsolete. A distinction lost. An opportunity gained. The opportunity for American advertisers to address themselves with *one* campaign in *one* medium to the *entire* wealth of the country.

* * *

We know that in so brief a summary of this major aspect of marketing, as many questions are apt to be raised as answered. We will be glad to discuss such questions with you, in detail, anytime at your convenience.

THE COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE • NEW YORK CITY

★ ★

"My Friends..."

These are ordinary, commonplace words. But spoken by the President, they instantly command the greatest radio audience in the world.

He has the confidence of the people.

Confidence is the biggest thing in radio. *Unless your broadcast is heard over a station commanding the confidence of its community, it will miss its mark.*

The people of Cleveland, Northeastern and Central Ohio place their confidence in United Broadcasting Stations. For this reason they are your first choice in this market.

UNITED BROADCASTING COMPANY

CLEVELAND • COLUMBUS • YOUNGSTOWN
H. K. CARPENTER, Vice-President

WHK-WJAY, CLEVELAND

H. K. Carpenter, Vice-Pres. & Gen'l Mgr. **C. A. McLaughlin, Sales Mgr.**

WHKC, COLUMBUS

C. M. Everson, General Manager **H. H. Hoessly, Sales Manager**

Affiliate: WKBN, YOUNGSTOWN

"UNITED FOR SERVICE"

TIME MAY BE ETERNAL BUT IT IS NOT ELASTIC

WHEN the advertising volume of a newspaper increases it easily can be taken care of through the simple process of adding pages. In a modern plant it is no problem to turn out either a 16 or 48-page edition.

NOT so in radio, where there are but 24 hours in a day. You can't stretch them one second. So what?

ALL the valuable hours on the major networks are gone. Certain times of the day—once regarded as too dead for commercials—are filled. Keen, far-sighted advertisers who anticipated the rush are enjoying a legitimate monopoly of the most productive periods on most stations.

IN Buffalo the year 1937 is going to outstrip the boom days of 1929. Our factory payrolls have gone up more than 50 per cent in the past twelve months or so. Our vast steel industry is operating at capacity. The 2,500 diversified plants here are running full blast.

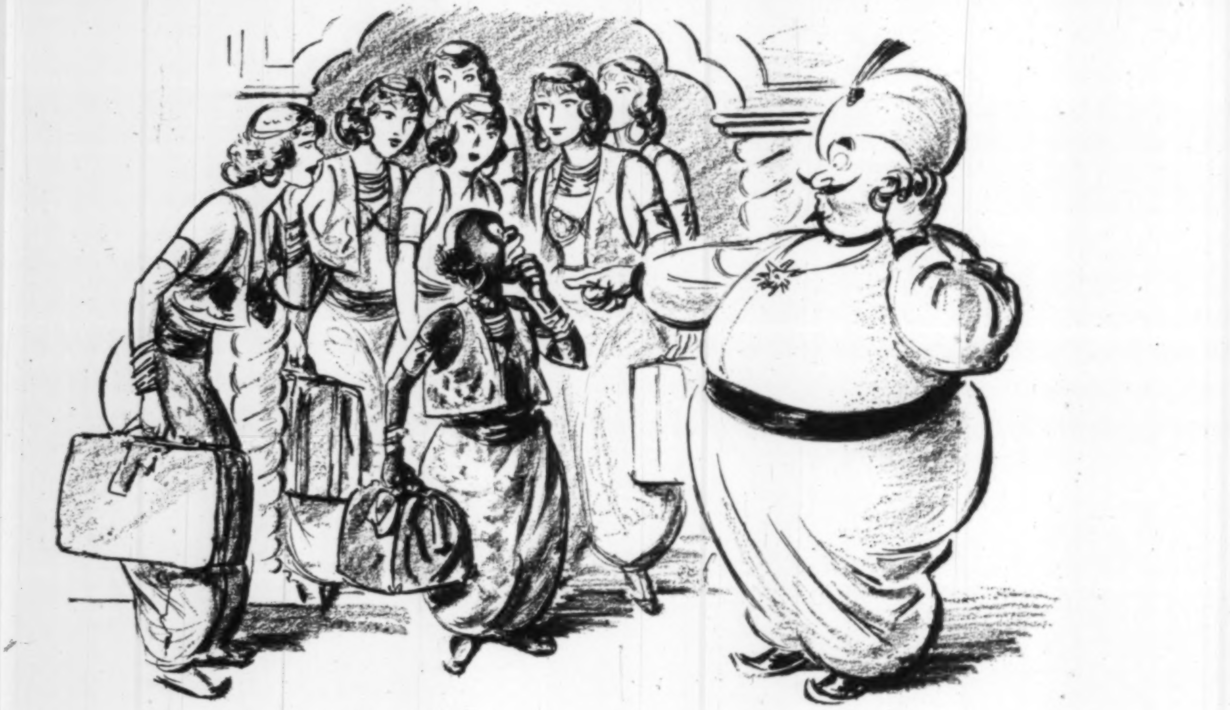
IF you want to cash in on this new era of prosperity in one of the best markets in the United States, Station WBNY is your direct contact with a vast army of consumers. WBNY is doing a real job for all its advertisers—and they will frankly tell you so.

WBNY

Owned and Operated by Roy L. Albertson

Studios—485 Main Street **BUFFALO** **Telephone Cleveland 3365**

"He Who Hesitates in Radio Is Lost!"



"Must I take this one, too?"

PARDON us if we seem cynical, but it appears to us that it's bad business to buy *anything* in job lots. Buying networks, for example, you're sure to get some stations that fit your needs like a glove — but you're also almost sure of getting some that *don't*. And *they* cost money, too.

On the other hand, consider spot broadcasting. You select the *right* stations only. You eliminate the markets where you can't win no matter *what* you do. You select the best broadcasting *period*, regardless of time zones. You — but why go on?

If you're really interested in getting proper coverage of the proper markets, at the proper times—and incidentally in getting some real merchandising help with your broadcasts — then give us a ring. We've got some *dope* for you!

FREE & PETERS, INC.

Free & Peters List

WHO	Des Moines
WGR-WKBW	Buffalo
WHK	Cleveland
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KSD	St. Louis
WFBL	Syracuse
KOIN-KALE	Portland
KOL	Seattle

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

Free, Johns & Field List

WIS	Columbia
WHKC	Columbus
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WKZO	Kalamazoo
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KTUL	Tulsa
KVI	Tacoma

FREE, JOHNS & FIELD, INC.

BROADCASTING
and
Broadcast Advertising

Vol. 12 No. 2 WASHINGTON, D. C., JANUARY 15, 1937 $3.00 A YEAR — 15c A COPY

FCC Plan Paves Way for 500 New Stations

By SOL TAISHOFF

Craven-Ring Report Urges General Power Boost, Gradually Reached, Cut in Clears to 25, and Additional Bands

SUPPLEMENT WITH THIS ISSUE

THE FULL TEXT of the Engineering Report is published in a special supplement to this issue. Also in the supplement will be found an analysis of President Roosevelt's government reorganization plan as it affects FCC, and other late news.

FAR-REACHING changes in existing broadcast allocations which would be made gradually and which, in their broadest aspects, would make possible the licensing of 500 or more additional stations in various power groups, were recommended to the FCC Broadcast Division Jan. 12 by its engineering department. The recommendations bore the signatures of T. A. M. Craven, chief engineer, and Andrew D. Ring, assistant chief engineer for broadcasting.

Based on the Oct. 5 informal engineering hearings, the report did not deal in specific frequencies. But it recommended precise courses of action on all issues except licensing of 500,000-watt stations, which it held was technically feasible but involved economic and social factors transcending in importance the purely engineering phase.

Main Recommendations

HIGHLIGHTS of the 43-page report were:

1. Reduction in the number of clear channels from 40 to 25.
2. Use of 50,000 watts on clear channels as minimum rather than maximum power, with superpower to be determined as a matter of economic and social policy by FCC.
3. Establishment of six classifications of stations in lieu of the existing four.
4. Duplication of high-power stations on five channels now in the "clear" category.
5. Duplication of stations of substantial power on 14 channels.
6. Power increases all down the line where they will work technically and economically, with all applications considered individually.
7. Opening of the 1500-1600 kc. band for regular broadcast service under three alternative propositions, or a combination of the three, whereby they would use powers of from 100 to 5,000 watts with as many as 40 to 500 additional stations in that band, depending upon the power authorized.
8. Improvement of the status of existing local, daytime or parttime stations by shifting to new frequency assignments.
9. Abolition of existing empirical standards and substitution of "standards of good engineering practice", with existing mileage separation tables to be used simply as a guide in determining questions of interference.
10. Limited use of booster stations on a synchronized basis to broaden station service, particularly of low power stations.

Submitted to the Broadcast Division, the report was discussed at the regular meeting Jan. 12. The hope is for speedy Division action and promulgation of proposed new rules by March. All parties in interest are in the position, under the law, to request hearings on the feasibility of the new rules and it is anticipated that such hearings probably will be held — perhaps some three months after promulgation.

It is possible for the Division to institute changes in the classification of stations and assignments of frequencies before promulgation of the proposed rules. This is seen as a likely development since it involves the most important phases of the report. Despite the radical nature of the proposed changes in allocations — the first suggested since the 1928 revamping of the broadcast band — the report emphasized that the purpose is one of accomplishing the result gradually. It carefully weighed evidence presented at the Oct. 5 hearings and held that the effect of its adoption would be improvement of service through licensing of additional stations where needed and elimination of technical shortcomings that have developed in the broadcast structure since the allocation eight years ago.

Messrs. Craven and Ring brought out that the report would be supplemented shortly with an analysis of the economic phase of the allocation hearing. Dr. Herman S. Hettinger, of the University of Pennsylvania, now is preparing this report for the engineering department as a special expert to advise the Chief Engineer of the FCC. It was considered likely that the report would be submitted by the engineering department within the next two or three weeks. In this economic report will be the matter of creation of an economic unit within the FCC which would deal with the financial and market aspects of broadcast applications. This type of consideration in handling all broadcast applications has become increasingly important, it was pointed out, with the licensing of additional stations which has added a new competitive factor in station operation.

Identification of specific channels which would be reclassified under the changed procedure was significantly lacking. The engineering executives suggested to the three-man Broadcast Division that, after reviewing the recommendations, it could then consider individual channels. The engineering department, it was added, is prepared to submit to the Division specific comments on channels which might be changed in status, and also enumerate those clear channels which would be best adapted for the duplicated operation, as well as the regionals which would be reclassified.

Need of Flexibility

EMPHASIZING that modifications are needed and that improvements can be made in the existing setup, the report stated that in general the 1928 allocation plan is "basically sound". Recommendation was made against reducing the 10 kc. separation between channels to provide additional facilities. It urged continuance of the existing policy of evolution and experimentation through voluntary action of applicants rather than by "enforced costly radical changes". The new rules, it said, should be flexible to permit practical adaptation of

(*Continued on page 64*)

Full Time for Six Stations, 1020 kc. for WCFL Proposed

Shakeup Would Switch KYW and Labor Station; WWVA-WOWO, WAPI-KVOO, KEX-KOB Full Time

AS THE first tangible outgrowth of projected allocation plans to improve broadcast service, a combination of station shifts has been proposed by NBC, involving a half-dozen stations sharing time on clear channels, whereby each would acquire full time with duplicated operation, while WCFL, Chicago Federation of Labor station, would get the 1020 kc. clear channel for its exclusive use.

The plan, evolved after a series of conferences called in Washington by President Lenox R. Lohr of NBC, involves three of the present clear channels which would be reduced in status to so-called Class "B" duplicated clear channels. In addition, KYW, Philadelphia, owned by Westinghouse, would relinquish its 1020 kc. clear wave to WCFL, which has been clamoring for a clear channel, and switch to the 970 kc. "broken down" clear on which WCFL now operates. KJR, Seattle, is now the dominant station on that channel.

The offer of the 1020 kc. clear channel switch, subject of course to FCC approval, already has been made to the Chicago Federation and its executive head, E. N. Nockels. It is reported, however, that Mr. Nockels has tentatively rejected the plan, insisting upon clearance of the present 970 kc. channel by removal of KJR. It was pointed out, however, that the Seattle station cannot operate on the 1020 kc. wave simultaneously with KYW because of inadequate frequency clearance in the western area.

Other Stations Involved

WESTINGHOUSE, it was learned, in compensation for the projected increase in hours of its station WOWO, Fort Wayne, from half to full-time by virtue of the projected Class "B" channel shift, volunteered the frequency exchange whereby WCFL would become the sole 1020 kc. occupant, with the way also opened for an increase in power of WCFL from 5,000 to 50,000 watts. KYW, until two years ago, was operated by Westinghouse in Chicago under lease to the *Chicago Herald & Examiner*, Hearst newspaper, and it is recalled that it functioned excellently from the technical standpoint.

A counter proposition understood

(*Continued on page 66*)

NAB Sales Session To Consider Rates

Over 100 Expected in Chicago For First National Meeting

STABILIZATION of broadcasting rates and methods of doing business will be the keynote of the first national meeting of sales managers to be held in the Hotel Sherman, Chicago, Jan. 18 and 19. With more than 100 station sales executives expected to be in attendance, an all-inclusive agenda for the two-day session of the Sales Managers' Division of the NAB has been arranged by J. Buryl Lottridge, chairman.

Such subjects as rates, discounts, merchandising, sales policies and related business practices are on the agenda with panel discussions proposed on several of them. Among the speakers already scheduled are C. W. Myers, NAB president; R. J. Barrett Jr., Blackett-Sample-Hummert Inc., Chicago; T. F. Flanagan, president, Penn Tobacco Co.; James W. Baldwin, NAB managing director, and H. K. Carpenter, general manager of WHK and WJAY, Cleveland, and chairman of the NAB commercial section.

Limited Attendance

MR. LOTTRIDGE pointed out that the meetings will be open only to qualified members of the Sales Managers' Division. Members must actually be employed by stations, he said. Stations will not be allowed to issue proxies to their national representatives or other media men.

Simultaneously, Mr. Lottridge announced the appointment of Mortimer C. Watters, general manager of WCSH, Charleston, W. Va., as chairman of the local sales committee. He succeeds Harry Trenner, of WNBF, Binghamton, N. Y., who resigned recently after a difference of opinion.

The national meeting follows a series of regional sessions held by branches of the division. At the opening day sessions the various sectional chairmen will submit reports. These will include E. Y. Flanigan, WSPD, Northeastern Div.; Mallory Chamberlin, WMC, Southeastern Div.; Jack O. Gross, KWKH, South Central Div.; Craig Lawrence, KSO, North Central Div.; D. H. Vincent, KSL, Mountain Div., and Hugh M. Feltis, KOMO-KJR, Pacific Div.

Syrup Sponsors Spots

ALABAMA-GEORGIA SYRUP Co., Montgomery, Ala. (Sunygold syrup) is preparing an RCA-Victor transcription campaign through NBC transcription service, New York. The series will include 26 quarter-hour periods featuring the Inkspots and titled *Melody Meetin'*. No station list has been announced, but the campaign is scheduled to start Feb. 1. Fitzgerald Adv. Agency Inc., New Orleans, is the agency, Temple H. Black account executive.

Kester Solder Adds

KESTER SOLDER Co., Chicago (metal mender), is adding a weekly *Barn Dance* program on KNX, Los Angeles, and daily except Sunday quarter-hour morning programs on WBZ, Boston, and WCCO, Minneapolis, through Aubrey, Moore & Wallace Inc., Chicago.

Combined Billings of Networks in 1937 Show Gain of 19.1% Over Previous Year

COMBINED CBS, NBC and Mututl billings for the year 1936 totaled $59,679,671, an increase of 19.1% as compared with 1935's $50,079,838, recording an all-time high figure for network broadcasting. Of this total $34,523,950 was billed on NBC-Red & Blue networks, $23,168,148 on CBS, and $1,987,573 on Mutual. Included in the 1936 billings is about $2,000,000, spent by political parties during the presidential campaign.

CBS reported its 1936 figures as 31.4% greater than 1935, NBC is up 10.8%, and Mutual reports the largest percentage increase over 1935, 53.7%. A breakdown of the NBC networks reveals that the Red had yearly receipts of $22,645,527 and the Blue $11,878,423.

For December, NBC billed $3,558,590, an increase of 23% over the corresponding month last year. The NBC-Red receipts for the month were $2,418,713, the largest monthly total on record, not even excepting October, 1936, with all its sponsored political broadcasts. Billings on the NBC-Blue for December totaled $1,139,877. CBS December receipts were $2,433,353, a 29% increase over December, 1935. Mutual reported its December revenue as $193,496, 10.3% more than December a year ago. Included in the 1935-36 figures for Mutual are all supplementary stations that have carried MBS programs.

Networks' Gross Monthly Time Sales

		1936	*% Gain Over 1935*	*1935**	*1934*	*1933*
			NBC			
Jan.	Red	$1,725,172	—7.37	$2,895,037	$2,391,667	$1,869,885
	Blue	956,643				
Feb.	Red	1,697,524	—1.60	2,758,319	2,211,637	1,742,784
	Blue	1,016,776				
March	Red	1,915,357	.42	3,025,308	2,507,890	1,997,463
	Blue	1,122,516				
April	Red	1,762,201	2.23	2,682,143	2,373,890	1,690,177
	Blue	979,727				
May	Red	1,650,046	—4.64	2,685,211	2,475,173	1,662,887
	Blue	911,674				
June	Red	1,490,426	—2.41	2,380,845	2,177,857	1,512,139
	Blue	833,030				
July	Red	1,613,148	10.01	2,208,935	1,864,420	1,370,993
	Blue	816,835				
August	Red	1,553,540	19.8	2,021,366	1,542,599	1,328,467
	Blue	868,891				
Sept.	Red	1,993,371	33.4	2,163,317	1,860,166	1,555,606
	Blue	893,266				
Oct.	Red	2,417,743	33.	2,779,557	2,775,431	2,130,046
	Blue	1,278,746				
Nov.	Red	2,408,286	29.5	2,655,100	2,683,494	2,188,342
	Blue	1,030,330				
Dec.	Red	2,418,713	23.	2,893,793	2,776,436	2,324,567
	Blue	1,139,877				
Total	Red	22,645,527	10.8	31,148,931	27,833,616	21,452,732
	Blue	11,878,423				
			CBS			
January		$1,901,023	7	$1,768,949	$1,405,948	$941,465
February		1,909,146	15.4	1,654,461	1,387,823	884,977
March		2,172,382	18.7	1,829,553	1,524,904	1,016,102
April		1,951,397	20.8	1,615,389	1,371,601	775,487
May		1,749,517	35.9	1,287,455	1,255,887	624,256
June		1,502,768	40.9	1,066,729	925,939	553,056
July		1,292,775	42.	910,470	630,290	445,414
August		1,232,508	40.	879,019	513,315	499,638
September		1,838,932	69.2	1,086,900	700,491	547,203
October		2,754,808	42.7	1,903,512	1,752,601	1,125,793
November		2,483,657	44.2	1,722,390	1,682,959	1,277,459
December		2,433,353	29.	1,885,977	1,674,087	1,372,716
Total		23,168,148	31.4	17,637,804	14,825,895	10,063,566
			MBS			
January		$166,266	155.6	$65,024	....	....
February		162,358	142.5	66,946	....	....
March		191,483	113.8	94,180	....	....
April		139,834	18.5	118,045	....	....
May		129,907	16.5	111,497	....	....
June		104,510	15.1	90,692	....	....
July		109,561	74.8	62,648	....	....
August		122,065	69.	72,076	....	....
September		168,919	103.8	82,907	....	....
October		271,629	50.6	180,374	....	....
November		227,543	31.2	173,411	....	....
December		193,496	10.3	175,301	....	....
Total		1,987,573	53.7	1,293,103	....	....

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*Prior to Jan. 1, 1936, when NBC inaugurated two coast-to-coast networks, no separate Red and Blue figures were issued by NBC.

Socony Sport Spot

SOCONY-VACUUM OIL Co., New York (petroleum products) on Jan. 11 began a series of quarter-hour programs on WBEN, Buffalo, Mondays through Saturdays, 6:30-6:45 p. m., with Jim Britt, sports commentator. He is also on the air at 11:20 p. m., Mondays through Fridays with a late resume of sports results. J. Stirling Getchell Inc., New York, has the account.

Crazy Water to Coast

CRAZY WATER HOTEL Co., Mineral Wells, Tex. (Crazy Water Fizz) on Jan. 4 extended its Mutual network to the West Coast adding 10 Don Lee stations. The program is broadcast Mondays and Fridays, 1-1:15 p. m. Luckey Bowman Inc., New York, has the account.

Fels and P & G Go Net For Competitive Lines

PROCTER & GAMBLE Co., Cincinnati (White Naptha soap) and Fels & Co., Philadelphia (Fels Naptha soap & chips) will launch their first national network programs on behalf of these similar products within the next ten days. Fels & Co. starts *Mark Warnow's orchestra and Jack Berch*, vocalist, on 18 CBS stations, Tuesdays & Thursdays, 1-1:15 p. m., beginning Jan. 19. The network series will be keyed from New York and will be heard as far west as Kansas City. Sponsor has also renewed *Tom, Dick & Harry* program on two Mutual stations, Mondays, Wednesdays, Fridays, 12:15-12:30 p. m. (WLW, WGN), effective Jan. 18. What will be done with the extensive Fels spot series has not been determined. It is known, however, that the program on the CBS West Coast group will be retained. Young & Rubicam Inc., New York, has the Fels account, with Hubbell Robinson in charge.

P & G will start its new series on Jan. 25 on 48 NBC-Red network stations, Mondays through Fridays, 4:45-5 p. m. Erna Phillips has been engaged to write the script which will be titled *The Good Samaritan*. Organ music will be included in the program. Sponsor has been using a large number of spot announcements to promote the product but the new series will supplant this schedule. Blackman Adv. Inc., New York, is the agency.

Previous Success Brings New Drive by Seed Firm

FERRY-MORSE SEED Co., Philadelphia (packaged seeds) on Jan. 18 starts a series of three weekly transcriptions on 15 stations, presenting gardening hints and dramatizations of recent developments in the vegetable and flower realm. Stations are WFAA, WSB, WKY, WLW, KSL, KMOX, KMBC, WCAU, WOR, WLS, WJR, WHO, WGY, WTMJ, WCCO.

The San Francisco office recently booked a series on nine NBC-Pacific Blue stations, using a Sunday morning quarter-hour. The company is the largest grower and merchandiser of garden seeds and has greatly expanded its radio effort this year as a result of a successful radio campaign in 1936. N. W. Ayer & Son Inc., Philadelphia, places advertising for the Philadelphia branch of Ferry-Morse, with Gerth-Knollin Adv. Agency handling the San Francisco account.

Duff-Norton Hookup

DUFF-NORTON MFG. Co., Pittsburgh (lifting jacks) a consistent user of spot radio in the past will start a series organ programs with guest artists on an independent hookup of three NBC-managed and operated stations (WEAF, WMAQ, KDKA) on Friday, Feb. 26, 7:45-8 p. m. The program will originate from the home of T. A. Ginley, Sewickley Heights, Pa., whose organ will be used for the series. NBC was able to supply the special hookup because the time falls within the 7:30-8 p. m. period which is the station's own time on week-days. The contract is signed for 13 weeks. Walker & Downing, Pittsburgh, is advertising counsel.

XUM

An Acid Test for Program Pulling Power

By WALTER J. NEFF

President, Neff-Rogow Inc.

How to Determine in Advance Whether Program Will Bring Results That Will Satisfy Both Agency and Sponsor

W. J. NEFF

BUSINESS is fine, thanks! So everybody's happy and bring on the squawkers. All of which typifies the attitude of many a station manager who is growing fat on a swelling sales chart. But perhaps a note of warning is needed, lest broadcasters sit back and revel in a smug and complacent diffidence. Walter Neff, as crack a salesman as ever shoved a dotted line under a prospect's pen, is seeing things from the other side of the fence since he left WOR. What he sees is good—some of the time. The rest of the time he thinks about sustaining and sponsored programs that are performed but seldom heard.

THE FACT that people within an industry can become so close to their own picture that they can't see their own advantage over and above other industries performing similar services, has been clearly demonstrated since I severed my connections with active radio broadcasting some months ago and entered the agency end of radio advertising.

I refer particularly to the fact that stations are overlooking tremendous sales of otherwise unwanted time by not developing "station-tested programs". If this idea were merely a formula that looked good but had never been tried, it would be easy to understand the reluctant consideration it receives.

However, the station-tested plan is no longer a theory; it has been demonstrated as extremely sound, not only from an original sales viewpoint, but from the more important standpoint of repeated renewals on contracts, and equally important—a check on sustaining shows which may be driving away listeners instead of holding them. A tested program *has* an audience, and we know that if a program is good enough it will attract an audience at almost any reasonable time of the day or night.

It Couldn't Be Done!

AN EXAMPLE here might serve to prove the point. Several years ago, noon was a time no advertiser would touch with a ten-foot pole. You couldn't give it away. But when the *Voice of Experience* was put on the air daily at that time, he had no trouble drawing a tremendous audience the first month that he went on the air. The said it couldn't be done—but it was done.

Attracting an audience is fairly easy if you will take the patience and trouble to experiment and find the programs that will do it. And right here let me point out that it isn't so much a question of stealing the other fellow's listeners as it is one of getting more people to listen. Current surveys reveal that on the average, less than 50% of the set owners are listening to radio at any one time. Is the public losing interest? They must be, because that percentage shoots sky-high when a big time fight is broadcast or the President speaks. Look at your electric current consumption in your own community before and after such a program, if you don't believe this is so. A few years ago these same surveys showed around 65% listening during peak hours in the evening.

While the increase in the number of sets in use today partially offsets the decrease in percentage of set-owners listening, there is no denying the fact that the "miracle" stage of radio has passed. Just glance back a dozen years and mark the shift from dx tuning to a gradual settling down to a choice of *local* stations whose signal was clear and whose programs were generally good. During the past few years there has been further discrimination in program selection. Listeners today only listen to something they *really want to hear.*

The real problem in radio is not to divide the present listeners among the stations in each community, but rather to increase the percentage of actual listeners by creating programs of greater interest to a larger number of people. A study of some current surveys will show that two outstanding shows presented at the same time will materially increase the total number of listeners. Every listener added means additional sales for your sponsors and longer life to contracts.

Too Much Business

APPARENTLY business is too good in the broadcasting industry for broadcasters to take time out to improve their merchandise. Possibly this criticism is entirely too harsh and the real answer is that broadcasters feel that they have no time left to sell. I'd like to find the station that falls into this category. There are plenty of opportunities for testing and selling programs in all of the unsold time from 6 o'clock in the morning to closing time. And the time can be sold if it is made productive for an advertiser.

Station owners, wake up!

You have a terrific sales advantage over all other forms of advertising which they would give their right arm to have. Can you imagine a space salesman saying to a client: "Mr., page 87 of my magazine produced 50,000 ten-cent pieces last month, and I have that page all set aside for you so that you can duplicate what the other fellow did."

An approach like that would land the salesman on the green, but the green would be out in the park somewhere, well away from the client's office. Now, as silly as that seems when applied to newspaper or magazine advertising, it actually can be done where radio is concerned. We all know that a program which has produced for one product can do a comparably good job for almost any product normally used by the same type of concern, if the item has the same merit and turnover factors, and enjoys similar distribution.

You've seen it demonstrated time and time again, not only on one but on countless programs, and incidentally, the difference in the price ranges of possible products need not be observed too closely. Jack Benny not only sold Chevrolets and did a good job of it, but has also demonstrated that he can sell gelatin and ice cream powders. The real question is not "can a program sell this or that" (within limitations, of course), but rather "has it got an audience" and "when sponsored, is the advertising cleverly put across".

Later we will go into the matter of how to test programs and how to know definitely whether or not they have an audience. Incidentally, at present I know of only a half-dozen stations doing an intelligent job along this line, and of the half-dozen only a couple are attempting to do a thorough job. If there are others, I would like to know more about them.

Do They Stay Sold?

FIRST, however, let's consider the average present-day radio salesman, as against radio salesmen who are equipped with saleable merchandise. What has the average radio salesman of today got except a gift of gab; ability to grasp an idea out of thin air, perhaps; a program he *guesses* is good, and some open time to sell. Does he know whether the idea he or someone else creates out of thin air is going to produce for the advertiser? No, sir. Does he *know* the program he recommends has an audience that is large enough for an advertiser to create enough sales to make the investment pay? No, sir!

The graveyard of unsuccessful radio campaigns is the best answer. That salesman undoubtedly is selling a lot of time today, but is it really *sold*? The yardstick by which his sales should be measured is not how much time did he sell, but how much of that time remains sold? Over what period did he receive renewals for the business? Remember, every renewal means a satisfied customer, and almost every contract which runs only its original 13 weeks or is cancelled before then is (or should be) a potential source of worry to the station owner.

You will notice if you scrutinize your sales that time which remains sold ordinarily is very small in comparison to the gross sales. And if you will examine the business which died you will positively reach the conclusion that the majority of deaths occurred because of some screwy program idea.

Untested! Of course we know that the advertiser may have waited for the sales to roll in without getting his sales and promotion staff back of the radio program, but I've seen many radio campaigns succeed without any help from the advertiser. The programs always had an audience, however. The point here is that it is possible to give an advertiser more than the station's "loyal" audience, and start his radio advertising off with a real plus value. But why bore you with a lot of things you already know, or should know? Let's get down to more constructive things.

Sustaining Sustainers

THE TIME between commercial programs is called sustaining—meaning that the audience interest is sustained between other shows. But is it? How does an agency or client know? What have you done to find out? Isn't it up to you, not only on behalf of your station but more particularly for the good of your current advertisers, to know whether or not you have the audience you think you have? You've got to have programs to fill in the time. Is there any reason why these sustaining programs shouldn't be as important to listeners as the so-called commercial programs?

Is there any reason why less thought should be given them than an advertiser or advertising agency would give to a commercial program? Is it possible that with all the experience which comes from observing thousands of programs, station owners admit that outsiders can do a better job of building programs than they can? Have station owners reached a point where they believe that a lot of money must be invested in a program to make it successful?

Look around you and see how cheaply successful programs can be built. On the other hand, a program which hasn't an audience is too expensive even if it costs nothing. Remember, your total audience is reflected in the ability to produce results for your adver-

(*Continued on page 62*)

Newspaper, Chain Ownership Data Requested by Congress

Opening of Session Finds Legislators Displaying Keen Interest in Status of Broadcast Stations

REQUESTS from members of Congress for a vast amount of information regarding radio station ownership by networks and by newspapers and for compilations of data dealing with assignments of licenses and sales of stations, descended upon the FCC during the first week of the new session of Congress.

Indicating an active interest on the part of members of Congress in broadcasting generally, these requests came from Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, and from Rep. Wigglesworth (R-Mass.), a member of the House Appropriations Committee, and Rep. Dingell (D-Mich.).

Senator Wheeler's letters, received Jan. 7 followed his announced intention prior to the present session of inquiring into network and newspaper ownership of stations. At that time he stated he had no immediate intention of offering legislation since he wished to dispose of such pressing matters as railroad holding company legislation at the current session.

Detailed Data Sought

IN SEPARATE letters, Senator Wheeler asked FCC Chairman Prall to supply information on clear channels owned, controlled or operated by or in connection with the networks; stations sold or transferred within the last three years and whether purchased by newspapers or networks; stations owned by the respective networks and by Hearst, and the number of stations controlled or owned by other network organizations.

In a second letter relating specifically to newspaper ownership, he inquired as to the number of stations at present owned by newspapers; the number acquired within the last year; the number of applications pending by newspapers, and an opinion from the FCC chief counsel as to whether the FCC has at present authority to deny newspaper applications as being against public policy and whether, if the Commission does not have this authority, legislation could be passed denying that right and requiring that all newspapers within a reasonable time to divest themselves of ownership and control of such stations.

Whether there will be hearings on either side of the Capitol, of course, is problematical at this time. Senator Wheeler in an interview with BROADCASTING [Dec. 1 issue] asserted his interest in these matters, but declared that unless some unforeseen contingency developed, there would be no investigation at the current session. On the House side, Rep. Rayburn, then chairman of the Interstate and Foreign Commerce Committee charged with radio legislation, stated he saw no need for hearings or an inquiry. Since that time, however, he has been elected majority floor leader and has been succeeded to the Committee chairmanship by Rep. Lea (D-Cal.).

It is understood Rep. Wigglesworth requested, during executive hearings on the FCC appropriation bill last month, information from the FCC on newspaper transfers and assignments and other pertinent changes in station ownership. He followed this up Jan. 4 with a request for complete information on station leases, assignments and transfers, together with details as to cost, replacement value, total price and other particulars.

Congressman Dingell, in a letter to the FCC on Dec. 29 asked for a complete listing of newspaper ownership of stations.

It was indicated at the FCC that considerable time would be required to respond to the Wheeler and Wigglesworth requests because of the vast amount of detail involved. The information, it was stated, might not be submitted until the end of the month.

The texts of the two Wheeler letters follow in full:

Will you kindly furnish me with the following information:

1. How many newspapers in the country at the present time own radio stations?
2. How many have been acquired within the past year?
3. How many applications are pending at the present time by newspapers for radio stations?
4. I would like to have an opinion from the Chief Counsel of the Commission on the question as to whether or not the Commission has the authority, at the present time, to deny an application of a newspaper for radio facilities, on the ground that it is against public policy.
5. Whether, if the Commission has not such authority at the present time, legislation could be passed, denying the right for newspapers to acquire them in the future, and requiring all newspapers within a reasonable time, to divest themselves of the ownership and control of such radio stations?

As chairman of the Committee on Interstate Commerce, I would like to be furnished with the following information:

1. How many cleared channels are today owned and controlled, or operated by, or in connection with, any of the so-called chain broadcasting companies?
2. How many stations have been sold or transferred within the past three years, giving the date of such transfer, the name of the station, its location, and the price paid, and whether purchased by a newspaper or by one of the chain broadcasting companies?
3. Kindly furnish me with the number of stations owned or controlled by the National Broadcasting network.
4. Kindly furnish me with the number of stations owned or controlled by the Columbia Broadcasting System.
5. Kindly furnish me the number of stations controlled by the Hearst Syndicate.
6. Kindly furnish me the number of stations controlled or on the network of any other chain system.

GEORGE BIJUR, vice-president of Fletcher & Ellis Inc., New York, and Mrs. Bijur sailed on the *Aquitania* Jan. 13 for a seven-week vacation abroad where Mr. Bijur will study European marketing and advertising methods in the food and drug fields.

Roberts Managing KYA

Mr. Roberts

M. E. (Bob) ROBERTS, for the last year sales manager of KYA, San Francisco, was appointed manager of the station Jan. 1, succeeding Edward J. McCallum, resigned. Appointment was announced by Emile J. Gough, vice-president of Hearst Radio Inc., before he left San Francisco Jan. 4 on his return to New York headquarters. Roberts is well known in Pacific Coast radio and advertising, having headed his own agency for more than three years in San Francisco before joining KYA. Prior to entering the agency field, he was manager for five years of the old KTAB, now KSFO. Before that he was a producer and announcer. Roberts will direct the station's commercial department along with his other duties, combining the two executive posts. McCallum, who was associated with the station for several years in a managerial capacity, has not announced his future plans.

KFJI IS VICTOR IN SLANDER CASE

ANOTHER slander suit against a broadcasting station has been decided in favor of the station by the Circuit Court of Klamath County, Ore., according to word received Jan. 7 from KFJI, Klamath Falls.

The jury found for the defendants, including KFJI, George Kincaid, its manager, and David R. Vandenberg, attorney, in a verdict on Dec. 21 in the $75,000 slander suit of Mrs. Josephine Irwin. In her complaint, Mrs. Irwin charged that slanderous and libelous statements were made against her by Attorney Vandenberg in his closing arguments to the jury in a murder trial which had been broadcast over the station direct from the courtroom and with the consent of the presiding judge.

KFJI based its defense on a qualified privilege to broadcast the court proceedings because it had broadcast a "complete and true account" of the entire procedure, and also that it did not personally know Mrs. Irwin and therefore could not have had malicious intent to injure her. The trial consumed three days and almost immediately after the jury was charged it returned with an unanimous verdict for the defendants.

Brinkley's Libel Suit

A LIBEL suit against Regal Press Inc., Chicago, publishers of *Radio Guide*, national radio fan publication, has been filed in the county court at Del Rio, Tex., by Dr. John R. Brinkley, erstwhile American medico-broadcaster who now operates XERA, at Villa Acuna, Mexico, across the border from Del Rio, Tex. Damages of $250,000 are asked. *Radio Guide* is owned by M. L. Annenberg, publisher of the *Philadelphia Inquirer* and the *Miami Tribune*. Curtis Mitchell is its vice president and editorial director. The editorial complained of was entitled "Spooks That Speak".

Reply Given Court In Payne Libel Suit

CONTENDING that the statements of fact made in its editorial were true and the expressions of comment were fair and made in good faith, BROADCASTING on Dec. 31 filed in the District Court of the United States for the District of Columbia its answer to the $100,000 libel suit of George H. Payne, Republican member of the FCC telegraph division. Mr. Payne had charged damage to his "good name, fame and credit" by virtue of the editorial titled "Strange Interlude" published in the Oct. 15 issue of BROADCASTING.

The answer was filed by William E. Leahy and Paul M. Segal, Washington attorneys, in behalf of Broadcasting Publications Inc., Martin Codel, publisher, and Sol Taishoff, editor, who were named as defendants. The plaintiff, in his suit filed Dec. 7, asked $50,000 as compensatory damages and $50,000 as punitive damages through attorney Ellsworth C. Alvord.

The answer categorically denied contentions of injury to the commissioner. The major contentions were summed up as follows: "The statements of fact contained in the said article complained of in the declaration were true, and the expressions of comment and criticism therein upon the said facts were fair comment on, and criticism of, matters of great public interest and concern made in good faith and without malice."

Payne Sees 'Teapot Dome' In Shortwave Situation

AGAIN assailing what he calls "the radio lobby in Washington which has been working for years to get control of the shortwave broadcasting facilities which belong to the United States government and the absorption of which would be a public scandal redolent of the Teapot Dome," George H. Payne, FCC telegraph commissioner, in lectures Jan. 11 before the Harvard School of Business Administration, declared that "one of the first steps in the development of a national policy, particularly a policy dealing with our foreign friends, is the construction of a national broadcasting station owned and controlled solely by the United States. Every other nation in the world has such a station."

Mr. Payne, according to a press release issued through his secretary, Abraham Miller, stated that one of the outstanding accomplishments of the Commission during the last year was the reduction in telephone tolls as a result of the Commission's investigation of the telephone industry. One of the most important problems the Commission has yet to solve, said his statement, is "the voluntary transfer of licenses in which transactions large sums of money are being paid for licenses, resulting in a trafficking in frequencies which was counter not only to the spirit but the letter of the Communications Act of 1934."

CONSOLIDATED Radio Artists Inc., orchestra booking agency, on Jan. 1 acquired Kennaway Inc., in the same field. As a result of the deal, Gus C. Edwards, formerly head of Kennaway, becomes general manager of CRA with offices in Rockefeller Center, New York.

Radio, Agency Men in High Income Brackets

Treasury Reveals 1935 Salaries Over $15,000

BIG SALARIES to persons identified with radio broadcasting went more largely to agency executives than to radio company officials, although William S. Paley CBS president, was disclosed as earning the highest salary among all those listed for the industry for the 1935 calendar year in a Treasury report to Congress Jan. 7 which was made public by the House Ways and Means Committee the same day.

Mr. Paley, who is shown as owner of 19.5% of the common stock of CBS, works on a sliding-scale basis, it is understood, and his 1935 salary plus bonus amounted to $169,097. None of the salaries listed in the Treasury report took into account stock dividends.

The largest agency salary went to H. T. Ewald, head of the Campbell-Ewald Co. and owner of 54.78% of its common stock, who got $126,492. The three partners of Blackett-Sample-Hummert Inc., Chicago agency which placed the largest radio billings in 1935, also were beyond the $100,000 mark for that year, their salaries being listed as follows: Hill Blackett, $109,000; J. G. Sample, $109,000; E. S. Hummert, $117,388.

The biggest salary going to a station executive was $58,707 to Alfred J. McCosker, president of Bamberger Broadcasting Service, operating WOR, whose base salary was $20,000 and who earned the additional amount under a contract assuring him of 10% of the net earnings of the station. W. E. Macfarlane, business manager of the *Chicago Tribune* and supervisor of its station, WGN, is listed at $100,000.

The Treasury report disclosed the salary incomes of all persons who earned more than $15,000 during the calendar year. It does not take into account earnings from dividend and other sources, and it omits many known to belong to this category because their income reports were not on a calendar year basis.

Among those in the broadcasting. agency and allied fields listed are the following, all being in New York unless otherwise indicated:

Networks and Stations

Columbia Broadcasting System Inc.—William S. Paley, $169,097; Edward Klauber, $50,269; Paul W. Kesten, $30,756; Lawrence W. Lowman, $27,249; Hugh K. Boice, $42,970; H. Leslie Atlass, $15,824; Sam Pickard, $25,064; Mefford R. Runyon, $18,849; William C. Gittinger, $16,819; William H. Ensign, $20,745; George Bijur, $18,606; Leonard F. Erickson, $15,860; Ralph J. Wonders (Columbia Artists Bureau), $16,015.

WBBM Broadcasting Corp., Chicago—H. Leslie Atlass, $13,400.

National Broadcasting Co.—M. H. Aylesworth, $45,180; Joseph Stopak, orchestra conductor, $36,404; R. C. Patterson Jr., $35,240; David Rosenblum, $35,000; Edgar Kobak, $28,958; John F. Royal, $21,600; Leroy Shields, orchestra conductor, $20,238; Niles Trammel $19,199; A. L. Ashby, $18,000; George Engles, $18,000; F. E. Mason, $18,000; F. M. Russell, $18,000.

Don Lee Inc., San Francisco—W. J. Gleason, $21,303; J. E. Brown, $32,053; Fred Pabst, $27,803.

Bamberger Broadcasting Service Inc., Newark (WOR)—A. J. McCosker, salary $20,000, bonus $38,707; William Rogow, $21,839; William G. Rambeau, $43,109; Leo Friedberg, musical contractor, $34,602.

James McClatchy Publishing Co., Sacramento (Owns McClatchy stations)—C. K. McClatchy, $60,083; G. C. Hamilton, $30,000.

Louisville Times Co., Louisville (owns WHAS) — Judge R. W. Bingham, $35,100; George Barry Bingham, $75,000.

Times Pub. Co., Shreveport, La. (owns KWKH and KTBS) — John D. Ewing, $24,000.

Baltimore Broadcasting Corp., Baltimore (owns WCBM)—John Elmer, $21,667.

Times-Herald Printing Co. Inc., Dallas (owns KRLD)—E. J. Kiest, $25,020.

Intermountain Broadcasting Corp., Salt Lake City (KDYL)—S. S. Fox, $20,000.

WJR, The Goodwill Station, Detroit—G. A. Richards, $30,000; Leo Fitzpatrick, $18,400.

WBO Broadcasting Corp. (WNEW) — Richard E. O'Dea, $17,300.

Pulitzer Pub. Co., St. Louis (owns KSD) —George M. Burbach, $23,999.

Outlet Co., Providence, R. I. (owns WJAR)—Joseph Samuels, $32,400; Samuel Steiner, $18,046.

Oklahoma Pub. Co., Oklahoma City (owners of WKY, KLZ and KVOR)—E. K. Gaylord, $36,400; Edgar T. Bell, $15,600; Walter M. Harrison, $16,400.

Carter Publications Inc., Fort Worth (owns WBAP)—A. G. Carter, $50,000; H. V. Hough, $16,000.

A. H. Belo Corp., Dallas (Dallas News and WFAA)—G. V. Dealey, $16,550.

Des Moines Register & Tribune Co. (owns KSO, KRNT and WMT) — Gardner Cowles, $48,000; John Cowles, $48,045; Gardner Cowles Jr., $48,227.

Tribune Co., Chicago (owns WGN)—E. M. Antrim, $20,000; W. E. MacFarlane, $100,000.

Tribune Pub. Co., Oakland, Cal. (owns KLX)—J. R. Knowland, $18,000.

International Broadcasting Corp., New York* (WOV)—John Iraci, $23,100.

Evening News Association, Detroit (Detroit News and WWJ) — William E. Scripps, $36,000.

Kansas City Star, Kansas City (owns WDAF) — George B. Longan, $40,000; Earl McCollum, $30,000; H. J. Haskell, $25,000; J. T. Barrons, $25,000; E. E. Robertson, $20,000; R. A. Roberts, $20,000.

Star Chronicle Pub. Co., St. Louis (owns KFUO)—Elzey Roberts, $18,050; Frank W. Taylor Jr., $20,200.

Standard Examiner Publishing Co. (Ogden Examiner & KLO)—A. L. Glassman, $18,000.

Times-World Corp., Roanoke, Va. (WDBJ) —J. P. Fishburn, $20,000.

Advertising Agencies

Lee Anderson Adv. Co., Detroit—Lee Anderson, $36,500; M. J. Alef, $18,500.

Aubrey, Moore & Wallace Inc., Chicago—James T. Aubrey, $24,785; John C. Moore, $17,420; Luther T. Wallace, $37,164.

N. W. Ayer & Son—George H. Thornley, $25,000; Clarence L. Jordan, $25,000; Harry A. Batten, $25,000; Paul L. Lewis, $20,030; Wesley A. Gilman, $15,080; G. M. Lauck, $25,428; Edward R. Dunning, $15,600; Sterling E. Peacock, $18,044; E. Eugene Wheeler, $15,080; George W. Cecil, $20,020; David Remer, $15,080.

Badger & Browning, Boston—Joseph L. Badger, $26,550; Franklin S. Browning, $26,550.

Batten, Barton, Durstine & Osborn Inc.—Bruce Barton, $50,000; William H. Johns, $39,016; Roy S. Durstine, $81,898; Faris R. Feland, $28,396; Alex F. Osborn, $35,000; Charles J. Babcock, $20,102; A. D. Chickquoine, $28,865; George F. Gouge, $24,703; Stacy W. Paige, $19,812; Maurice Collette, $15,353; Harold C. McNulty, $15,358; Arthur Pryor Jr., $15,224.

Benton & Bowles Inc.—James M. Balch, $21,700; Walter L. Stocklin, $21,000; Chester B. Bowles, $48,000; Walter A. O'Mara, $30,000; James S. Adams, $33,000; William B. Benton, $48,000; Atherton W. Hobler, $48,000; Robert E. Lusk, $18,000.

Blackett-Sample-Hummert Inc., Chicago — Hill Blackett, $109,000; J. G. Sample, $109,000; E. S. Hummert, $117,388; L. A. Crowell, $27,383; G. R. Collins, $20,729; L. D. Milligan, $25,400; C. S. Ferris, $25,000; A. S. Hummert, $21,400; R. M. Wenban, $37,000; Duane D. Jones, $25,000.

Blaker Adv. Agency Inc.—Henry Blackman Sell, $22,500; Atherton L. Pettingell, $26,006.

Bowman-Deute-Cummings Inc., San Francisco—S. S. Bowman, $18,000.

Brooke, Smith & French Inc., Detroit — Charles W. Brooke, $23,200; Willard S. French, $23,200; Guy C. Smith, $23,200; E. L. Triffett, $20,701.

Campbell-Ewald Co., Detroit—H. T. Ewald (owns 54.78% common stock), $126,492; R. H. Crooker, $46,081; R. K. White, $25,009; W. W. Lewis, $19,498; R. F. Field, $16,224; R. C. Diserens, $15,010.

Clements Co., Philadelphia — Isaac W. Clements, $20,384.

D'Arcy Adv. Co., St. Louis—W. C. D'Arcy, $24,999; J. F. Oberwinder, $43,253; C. C. Pangman, $17,000; A. L. Lee, $58,002; P. J. Othwein, $36,495; E. H. Turner, $21,500; J. Y. Brown, $16,800; J. M. Drescher, $19,000; J. E. Sullivan, $17,000.

Donahue & Coe—E. J. Churchhill, $44,416; A. B. Churchhill and C. F. Hanser, $42,562; Lynn Farnol, $20,800.

Doremus & Co.—William H. Long Jr., $16,353.

Erwin, Wasey & Co. Ltd., Chicago—C. L. Potter, $17,633; Mac Martin (Minneapolis), $16,750.

William Esty & Co.—William Esty, $68,000; E. H. Cummings, $17,500; James S. Yates, $41,458; George H. Parson, $15,500.

Federal Adv. Agency Inc.—Robert Tinsman, $30,916; James F. O'Brien, $28,993; Frederick C. Bruns, $24,149.

Albert Frank-Guenther Law Inc.—Frank J. Reynolds, $19,900.

Fuller & Smith & Ross Inc., Cleveland—A. L. Billingsley, $35,000; F. J. Ross, $16,741.

Gardner Adv. Co., St. Louis—H. S. Gardner, $18,000; Elmer G. Marshutz, $18,000; Mrs. A. W. Proetz, $29,510.

J. Sterling Getchell Inc. — J. Sterling Getchell, $57,000; John V. Tarleton, $22,500; Orrin P. Kilbourn, $22,500; William A. Blees, $35,000; Edgar W. Garbisch, $25,000; Frank R. Griffin, $16,000; Lewis W. Thomas, $20,929; Harry Burcovich Jr., $15,500.

Geyer Co., Dayton—B. B. Geyer, $18,000.

Geyer, Cornell & Newell Inc.—P. L. Cornell, $26,554; H. E. Houghton, $16,500.

Gotham Adv. Co. — G. E. Harris Jr., $23,365.

E. W. Hellwig Co. Inc.—E. W. Hellwig, $52,846; C. L. Miller, $18,000; G. V. Carhart, $18,000.

Hutchins Adv. Co., Rochester — M. S. Hutchins, $25,100; F. I. Hutchins, $25,100; F. A. Hutchins, $25,100.

Lennen & Mitchell Inc.—Phillip W. Lennen, $79,999; Robert W. Orr, $29,999; Arthur L. Linn, $18,500; Ray Birden, $29,999; Robert M. Newcomb, $18,499; Myron C. Perley, $37,999.

Lord & Thomas, Chicago—R. D. Ollum, $29,995; G. D. Bertke, $17,750; George Isaac, $17,980; Albert D. Lasker, $52,000 (owns 87.23% of common stock, 26.86% of preferred); A. F. Marquette, $22,500; E. M. Noyes, $40,000; A. W. Sherer, $25,000; S. Sherman, $20,000; J. Toigo, $17,589; D. Belding, $17,000; D. Francisco, $30,300; J. F. Whedon, $25,000; S. R. Coons, $87,000; A. Deerson, $18,999; F. Farrar, $19,992; M. H. Hackett, $54,590; S. Halpern, $17,708; J. B. Johnstone, $34,125; T. M. Keresy, $25,000; J. Pegler, $18,625; L. L. Schultz, $17,500; J. Torney, $15,999.

H. W. Kastor & Sons Adv. Co. Inc., Chicago—Harry B. Cohen, $19,815; Leroy A. Kling, $16,042; Irvin R. Allen, $25,891.

Kelly, Nason & Roosevelt Inc.—John C. Kelly, $19,800; James R. P. Nason, $19,800.

H. M. Kiesewetter Adv. Agency Inc.—H. M. Kiesewetter, $18,000.

Lambert & Feasley Inc.—William P. Day, $48,000; Gordon Seagrove, $42,000, Morton Horrell, $42,000.

Hays MacFarland & Co., Chicago—Hays MacFarland, $28,619; Andrew Coburn, $33,442.

MacManus, John & Adams Inc., Detroit—T. F. MacManus, $19,166.

Marschalk & Pratt Inc.—Harry C. Marschalk, $43,790.

Maxon Inc., Detroit—Lou R. Maxon, $55,461; Searle Hendee, $16,280; Sidney B. Eagen, $18,150.

Maxon Inc. (Ohio)—Lou R. Maxon, $20,000.

McCann-Erickson Inc. — A. W. Erickson, $33,000; H. K. McCann, $49,999; H. Atwood, $24,000; H. L. Palmer, $24,000; M. D. Achenbach, $16,566; H. Q. Hawes, $19,500; R. Atwood, $18,000; L. E. Firth, $18,000; H. Havermale, $18,000; E. C. Bennett, $15,999; L. S. Briggs, $19,670; K. Groesbeck, $15,750; E. D. Hill, $24,000; E. D. Madden, $19,999; Chester A. Posey, $16,000.

McKee & Albright Inc., Philadelphia—R. J. McKee, $18,500; D. R. Albright, $16,750; Neal D. Ivey, $16,750.

Morris, Windmuller & Enzinger Inc., Chicago—Philip Morris, $18,000; George Enzinger, $15,332.

William Morris Agency Inc.—William Morris Jr., $20,400; Abe Lastfogel, $31,600.

Needham, Louis & Brorby Inc. — M. H. Needham, $20,000; J. J. Louis, $44,607; A. H. Ogle, $17,111.

Neisser - Meyerhoff Inc., Chicago — A. E. Meyerhoff, $27,180.

Newell-Emmett Co. — Clarence D. Newell, $40,000; Fred. H. Walsch, $35,300; Richard L. Strobridge, $18,250; Clifford S. Walsch, $35,300; Lucius D. Mahon, $27,500; William Reydel, $16,250; John P. Cunningham, $19,000; George S. Fowler, $15,250; Karl Keffer Jr., $16,900.

(*Continued on page 34*)

WGAR Gives Agencies Chance for Self-Promotion

WGAR, Cleveland, on Jan. 9 started a series of broadcasts to be staged by each of the 37 recognized Cleveland agencies, the 8:30-9 p. m. period on Saturdays being reserved. Each agency will be given a chance to tell Cleveland advertisers its own story, and WGAR or other talent may be used.

Among first to accept invitations were Fuller & Smith & Ross; McCann-Erickson; Lang, Fisher & Kirk; Frank Hubbell; Stanley Kaye; Griswold-Eshelman; Campbell-Sanford; Gordon Vlchek; Meldrum & Fewsmith and Carr Liggett, which are broadcasting in that order. Each agency has a chance to tell why it is best adapted to the handling of accounts in any of the various media.

In photo are (left to right), George Duffy, CBS orchestra leader, M. N. Scott, radio production manager of Fuller & Smith & Ross and John F. Patt, WGAR general manager, snapped a few minutes before the opening broadcast of the series Jan. 9.

Duffy Introduces Revised Copyright Measure in Senate

Quick Passage There Expected; Long Battle in House Seen

RENEWAL of the quest for remedial copyright legislation, which would give greater protection to copyright users against onslaughts of monopolistic groups, developed with the opening of the new Congress when Senator Duffy (D-Wis.) reintroduced in amended form his copyright bill of the last session. Bearing the number S-7, the new bill in all essential details is similar to the one which passed the Senate last year, but which was blocked in the House by a majority of the House Patents Committee.

Automatic copyright, and provisions which would permit American entry into the International Copyright Union at Berne, are encompassed in the new measure. It also would eliminate the present provision of law under which the statutory minimum damage for innocent infringements of copyrighted works is $250 per infringement. Substituted for this is the proviso that the amount of damages be left to the discretion of the courts. ASCAP vigorously opposed this provision, since its strength in forcing payments of royalties reposes in this constant threat of arbitrary damages.

Hearings Likely

INDICATIONS are that brief hearings will be held before the Senate Patents Committee on the measure. Criticism was levelled against the committee at the last session by ASCAP on the grounds that inadequate hearings were held. Moreover, the fact that there are new members of the committee, with the organization of the new Congress, makes such a course likely.

The Duffy bill, insofar as copyright users are concerned, was changed only slightly from the measure of last year. Design copyright provisions were eliminated entirely as not germane to the fundamental questions, in the belief it could be treated in other legislation. This included the controverted Vandenberg amendment on labor provisions. Another provision altered was that relating to the distribution of foreign-published music to make it conform to treaty provisions. Whereas the measure of last year proposed a copyright term of 56 years, the new measure retains the present provision for 28 years with a 28-year renewal.

What procedure would be followed in the House respecting copyright legislation was still problematical. The Duffy bill died in subcommittee of the House, and was opposed outspokenly by Chairman Sirovich (D-N. Y.) as well as other committee members. Two other bills favored by ASCAP were offered at the last session, and as the session adjourned the subcommittee, headed by Rep. Lanham (D-Tex.), was reported as endeavoring to draft a compromise measure.

Indications are that this subcommittee, under Rep. Lanham, will resume its functioning with a view toward drafting a compromise measure and picking up where it left off. However, favorable action on the Duffy bill is expected in the Senate because of its swift passage last year. A stiff fight is expected in the House, where ASCAP has been notably successful in defending itself.

Meanwhile, there has been no material change in the status of the Government's anti-trust suit against ASCAP now pending in the Federal District Court in New York. Counsel for ASCAP and others of the 130 defendants, as well as for the government, are still in the process of "stipulating the record", and the suit has lost its place on the regular court docket, with no indication as to when the trial will be resumed.

WHEN GARDNER TAKES THE AIR

Agency Has Complete Studio, Amplification and Receiving Equipment in St. Louis Office

AGENCY'S STUDIO—Executives of Gardner Adv. Co., St. Louis, from this observation room may observe and listen to programs from the agency's experimental studio and kitchen. Around the table (left to right) are C. E. Claggett, Gardner radio director; Elmer G. Marshutz, president of the agency; E. A. Schulenburg, media director, and A. W. Neally, marketing director. At rear is the studio and kitchen.

EQUIPPED to originate network programs in its own studios, or to pipe auditions from out-of-town stations directly into its consultation rooms and key offices, the new quarters of Gardner Advertising Co., St. Louis, are said to have the most complete radio facilities of any agency.

Formerly located in the uptown Advertising Bldg., the firm in December took over the four tower floors of the St. Louis Mart Bldg., home of KMOX. A unique feature of the agency's office is the fact that it contains two completely equipped experimental kitchens, one gas and one electric, from which coast-to-coast food programs are broadcast four times a week. The kitchen studios are completely sound-proofed and ventilated by a special system of sound-proof air ducts.

Complete Equipment

GUESTS may sit in a combination observation room and dining room equipped with Jensen speakers and witness the programs through two double glass windows. Staffed with expert cooks under the direction of a nationally known home economist, the kitchens are being devoted exclusively to the creation of new uses for food, new food combinations, and the testing of recipes.

As complete as that of a radio station is the advertising agency's radio control room, in which RCA equipment is used throughout. It contains a rack with monitor speaker, a mixing panel, a 41B amplifier, a 40C program amplifier, a 94C monitor amplifier, a 70A transcription turntable, a 4 channel mixer including a V. I. master gain control, monitor speaker control, 20 input jacks and 8 master jacks. From the control room, direct lines run to all stations in St. Louis. When programs arranged by the agency are given auditions on any major stations throughout the country, they can be brought by direct line into Gardner's offices.

Shortwave Receiver

TO CHECK programs on distant stations, the firm has installed a powerful SPR20X Hammerlund receiving set used by the U. S. Army Signal Corps. Long and shortwave antennas, with shielded lead-ins, have been erected on the roof of the Mart Bldg. Thus Gardner programs not brought to St. Louis on networks may be picked up with the Hammerlund and relayed throughout the executive offices by means of amplifiers and the Jensen speaker system.

All equipment necessary for rehearsing, directing, staging and broadcasting local or network programs has been provided. Two radio engineers—an experienced network announcer and a network production man—are in charge of the broadcasting.

Another feature of the new offices, which occupy 12,000 square feet of floor space on four floors, is the terrace roof which completely surrounds the seventeenth floor and may be used for dining.

"All types of agency facilities and arrangements were studied in designing the new offices," explained Elmer G. Marshutz, president of Gardner. "We have not only provided the most modern radio equipment, but have planned an office which can in the future be adapted to any changes brought about by the rapidly expanding volume of radio advertising.

"The result, we believe, is a new advertising agency as nearly ideal and timely as it was possible to conceive." Radio director of Gardner's St. Louis office is Charles E. Claggett; the New York office, Roland Martini.

Tax Formula Given By Revenue Bureau

Federal Agency Sets Yardstick For Depreciation Figures

A BROAD yardstick to govern stations in computing depreciation of physical assets of average broadcasting stations on Jan. 5 was provided by the Bureau of Internal Revenue at the behest of James W. Baldwin, NAB managing director. In a letter to Mr. Baldwin, Charles T. Russell, deputy commissioner, brought out that depreciation, including obsolescence, for income tax purposes, is determined according to facts in each particular case.

He added, however, that the cases of many broadcasters before the Bureau have been approved within certain ranges of serviceable lives, which he listed in his letter. The official's statement was construed to mean that the averages used were not ironclad and that variations develop in individual cases. The letter follows in full text.

In response to your request over the telephone, the following is submitted in regard to depreciation on the physical assets owned by the average broadcasting company.

Depreciation, including obsolescence, for income tax purposes is determined with consideration being given to the facts available in each particular case. It has been found that due to different operating conditions and locations, various financial policies and accounting practices, the allowance for depreciation cannot be predicated upon a general average.

The cases of many broadcasting companies before the Internal Revenue Bureau have been approved within the following ranges of serviceable lives; the depreciation deduction including both depreciation and normal obsolescence, the latter being recognized as a substantial factor in this particular industry:

Studio control, speech input and transmitter equipment	8 to 10 years
Antenna equipment	10 to 12 years
Towers	10 to 15 years
Buildings	25 to 50 years
Furniture and fixtures	
Office	10 years
Studio	5 years
Pianos and other musical instruments	10 years

Eastern Agency Merger

BROOKE, SMITH & FRENCH Inc., Detroit agency, has merged its New York office at 347 Madison Ave. with Dorrance, Sullivan & Co. Inc., and formed a new corporation bearing the name Brooke, Smith, French & Dorrance Inc., to serve its eastern clients. The officers are Guy C. Smith, chairman; Sturges Dorrance, president; Willard S. French, executive vice president; H. H. Oblmacher, secretary; Charles W. Brooke, treasurer. The Detroit office will continue to serve Midwest clients under the original corporate name. Shaw Newton, H. H. Overstreet and Henry E. Pengel Jr. have been named vice presidents of the new company.

Chicago Bank on WMAQ

AMERICAN NATIONAL BANK & Trust Co. of Chicago is sponsoring a series of talks by Royal F. Munger, financial editor of the *Chicago Daily News*, broadcast on WMAQ, Chicago, Tuesdays and Fridays, 10:15-10:30 p. m. (CST). The contract is for 52 weeks. Charles Daniel Frey Co., Chicago, is agency.

XUM

50.2%

of the mail received at WLS during 1936 gave proof of purchase . . . evidence that service builds listener loyalty . . . and listener loyalty predicates advertising results

WLS

THE PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President : : GLENN SNYDER, Manager

Four New Stations Authorized by FCC

WMBG IS Given Power Boost, WPHR to Move to Richmond

A COMPLETE log of the 57 new stations authorized during 1936 by the FCC, showing those already on the air, will be found on pages 50 and 51.

FOUR new stations were authorized, the removal of another approved, and improved facilities for a fifth granted in actions taken by the FCC Broadcast Division Jan. 5 and 12. Three of the actions involved facilities in Richmond, Va., which under the grants secures two newspaper-owned stations while WMBG, now located in that city, gets better facilities which will enable it to become the NBC outlet there in lieu of WRVA, which on June 29 leaves NBC to join CBS.

The actions involving the Richmond area, taken June 12, were as follows:

1. WMBG, licensed to Havens & Martins Inc., authorized to change its frequency from 1210 to 1350 kc., operate full time and increase its power to 500 watts day and night. Examiner Bramhall's recommendation was reversed and the order is effective Feb. 2. WMBG, it was learned, will become the NBC outlet in Richmond when WRVA shifts to CBS.

2. WPHR, Petersburg, Va., operating with 500 watts daytime on 880 kc., authorized to move into Richmond with the same facilities. WPHR was purchased early last year by John Stewart Bryan, publisher of the *Richmond News Leader* and president of William & Mary College; Tennant Bryan, his son, managing editor of the newspaper, and Douglas Freeman, editor. Examiner Bramhall was reversed.

3. The Times Dispatch Publishing Co. Inc., publisher of the *Richmond Times-Dispatch*, granted a construction permit for a new 100-watt station in Richmond on 1500 kc. Examiner Bramhall was reversed and the order is effective Feb. 2. Stockholders in the Times Dispatch Publishing Co., with the exception of C. P. Hasbrook, owning 10% of the stock, are also stockholders of the company publishing the *Norfolk Ledger-Dispatch* and *Norfolk Virginian-Pilot*, which company also owns WTAR, Norfolk.

The application of Wilbur M. Havens, co-owner of WMBG, Charles H. Woodward, C. B. Jones and Wilfred H. Wood for the facilities of WPHR in Petersburg was denied, and the application of the Century Broadcasting Co. for a new 100-watt daytime station on 1370 kc. in Richmond was denied, Examiner Bramhall being sustained in both instances. The Century company is headed by Ethel Baker, colored, president of the Richmond Beneficial Insurance Co., a colored organization, as president, but most of its shares are held by Emmett E. Martin, formerly a partner of Wilbur H. Havens in Havens & Martin Inc., and it was proposed to devote the station partially to Negro interests.

Three Other New Stations

THE OTHER three grants of new stations were made by the Broadcast Division Jan. 5 as follows:

Granted Fred A. Baxter authority to erect a new 100-watt station on 1200 kc. in Superior, Wis. Mr. Baxter is a former state senator and for 13 years was mayor of Superior.

Granted Eastern States Broadcasting Corp. authority to erect a new 100-watt daytime station on 1210 kc. in Bridgeton, N. J. Chief stockholder in the corporation is Howard S. Frazier, Philadelphia consulting radio engineer.

Granted Tulare-Kings Counties Radio Associates authority to erect a new 250-watt daytime station on 1190 kc. in Visalia, Cal. President of the group is Charles A. Whitmore, publisher of the *Visalia Times-Delta*, owning three-eighths of the stock. In the group also are Homer A. Wood, publisher of the *Porterville Recorder*, two-eighths of stock; Percy M. Whiteside, publisher of the *Tulare Advance Register* and *Times*, two-eighths of stock, and J. E. Richmond, publisher of the *Hanford Sentinel* and *Journal*, one-eighth of stock.

Larus List Doubled

LARUS & BRO. Co., Richmond (Edgeworth tobacco, Domino cigarettes) in mid-January renewed its weekly half-hour WBS disc campaign titled *Moments You Never Forget* on the original 10 stations and on Jan. 15 planned to add 11 more to the schedule. The 11 new stations on the list are WBAL, WJSV, WHAM, KGO, WCSH, WJAR, KOL, KDKA, WCCO, KMOX, WGR. Marschalk & Pratt Inc., New York, is agency.

BULLETIN

ABSORPTION of the functions and personnel of the FCC by one of the executive departments, probably the Commerce Department, is encompassed in President Roosevelt's government reorganization plan proposed to Congress Jan. 12. A detailed analysis of the proposal as it may affect the FCC will be found in the supplement to this issue.

Ford Officials Protest Chain Breaks On Either Side of Network Programs

REVIVING the old plaint against station-break spot announcements, the Ford Motor Co. on Jan. 13 announced it had registered "an official protest" with NBC and CBS "against the practice of injecting chain break announcements immediately preceding or following Ford radio programs."

Simultaneously, the automobile manufacturer, through its agency, N. W. Ayer & Son Inc., stated that as a matter of consistency its protest announces the "discontinuance of all Ford spot chain break announcements". This, it said, applies to all Ford dealers as well as company advertising. The statement "offers no objection to spots or commercials used in connecting with sustaining programs, providing they do not immediately follow a sponsored program". The complaint was based on the view that the sponsor of a unit of time—theoretically 15 minutes, 30 minutes, one hour or whatever the unit may be—is entitled to the undivided attention of his audience from chain break to chain break.

"The practice of slipping in extraneous commercial spots, we feel, is unfair to the sponsor and to the public. We have received numerous complaints substantiating this, and believe the time has arrived for broadcasting companies to take cognizance of this situation."

Network Chiefs Confer

EXECUTIVES of the major networks, including President Lenox R. Lohr, of NBC and Vice President Edward Klauber, of CBS were in conference jointly Jan. 13 in connection with the Ford protest. Afterward it was indicated that nothing would be announced publicly since the question is one involving the relationship of clients with media.

The station-break problem is not a new one with the networks. In the past it has been pointed out that the 20 second station identification is one required by the FCC regulations at half-hour intervals, and that neither network nor advertiser has control over it. Stations construe it as their own time, and in the past have told networks that a substantial portion of their revenue emanates from spots of that character. Without that revenue, they have insisted, their financial positions would be imperilled, under existing rate structures.

Moreover, even should networks and network advertisers come to agree upon some basis of outlawing such announcements, it would be virtually impossible to "police" stations on it. With some 200 programs per day averaged on each network over some 100 stations each, the task of checking station breaks obviously would be out of question.

It was recalled that in April, 1935, the American Association of Advertising Agencies considered the station-break situation, but nothing came of it because of lack of interest on the part of agencies and advertisers. AAAA queried its members on it, but the conclusion was that until agencies and advertisers agree as a unit not to employ station-break announcements, nothing can stop them. Collectively, the AAAA is on record against such announcements, but individually members buy such spots freely.

Arguments conjured up in the past against such spots have been that the stations are selling 100% advertising each time they take a station-break announcement, thereby not affording their listeners anything of entertainment value. In this connection, it has been suggested that stations should rule that all announcements be a component part of a definite program, or, in the alternative, raise the rates on station breaks to the point where it would be as cheap for the advertiser to buy a 5-minute program. Many agencies have contended that they do not like to buy station-break spots but client pressure forces it.

Homemakers' Add 17

SUCCESS of the *Homemakers' Exchange*, CBS program sponsored by National Ice Adv. Inc., Chicago, with Eleanor Howe has led to an expansion of the network. On Jan. 26 the sponsor adds 17 stations: WKRC, KMBC, WBNS, WHIO, WADC, WISN, WMAS, KFH, WPG, WKBN, WDOD, WREC, KTRH, KTUL, WDAE, WMBG, WDBJ and on Jan. 28 WORC, making 62 stations in all on the network. Donahue & Coe Inc., New York, has the account. Program is broadcast Tuesdays and Thursdays, 11:45 a. m. to 12 noon.

Nelson-Gilliam Form Radio Advertising Agency

TWO pioneers of commercial broadcasting, Ted Nelson and Marion K. Gilliam, have combined to form Nelson-Gilliam Associates, New York advertising agency specializing in radio, with offices at 1650 Broadway. In addition to their agency activity, they also will act as radio consultants to agencies and advertisers and will provide assistance to radio stations on all phases of station operation.

Ted Nelson has been associated with commercial broadcasting since 1925, when he became associate director of WMCA. Later he was director of WPCH and WRNY, both New York stations, leaving the station field in 1929 to pioneer in electrical transcriptions and to act as radio consultant to advertising agencies. He has made electrical transcriptions for Fels Naptha, Household Finance and Martin-Senour.

With the founding of WAAM, Newark, N. J., in 1922 Marion K. Gilliam began a long tenure of radio station ownership and operation that continues today. In 1925 he founded and became executive director of WMCA, continuing in that capacity until several years ago. He now is associated with WSVA, Harrisonburg, Va.

Campbell Soup's Program

CAMPBELL SOUP Co., Camden, Pa. (canned tomato juice) will start Ken Murray and Tony (Oswald) Labriola in a new series of program on CBS, Wednesdays, 8:30-9 p. m., with repeat 11:30 p. m. to 12 midnight. This talent will replace *Burns & Allen* who have signed with General Foods Corp., New York (Grape Nuts Flakes) through Young & Rubicam Inc., New York, for a series to start in April. No network has been selected as yet. No musical support has been signed for the Campbell program. F. Wallis Armstrong Co., Philadelphia, has the account.

Post Bran Making List

GENERAL FOODS Corp., New York (Post bran flakes) is making up a list for a quarter-hour disc campaign, thrice weekly, in 13 cities, featuring Frank Hawks in a serial titled *The Hawks Trail.* The series will start as soon as the list is complete. It aims at the juvenile audience and will be broadcast at the dinner hour. Benton & Bowles Inc., New York, is agency.

Sinclair to Return

SINCLAIR REFINING Co., New York (petroleum products) will return to the air about April 1 with an unannounced program on a CBS network covering all but the West Coast group. The 10:30-10:45 p. m. time, Wednesdays and Fridays, is booked. Federal Adv. Agency Inc., New York, is agency.

GENERAL FOODS Corp., New York (Grape Nuts) is planning a transcription campaign to start March 1 on an unselected list of stations. Young & Rubicam Inc., New York, is agency.

HECKER H-O Co., Buffalo (Force) is planning a spot campaign next summer through Erwin, Wasey & Co. Inc., New York.

Congress Given Food-Drug Measures

Copeland and Chapman Introduce Bills Placing Main Control in the Department of Agriculture

ANOTHER major struggle on legislation to regulate the sale and advertising of food, drugs and cosmetics loomed this month even before the echo of the opening gavel of the new Congress faded the first week in January. Resuming the three-year battle for enactment of new legislation. both Senator Copeland (D-N. Y.) and Representative Chapman (D-Ky.) introduced separate measures in the respective houses as soon as the bill hoppers were thrown open. Both measures provided that administration of the more drastic measures be assigned to the Department of Agriculture which, in the final analysis, means the Food & Drug Administration.

Rep. Reece (R.-Tenn.) asserted Jan 11 that he probably would follow the same course he pursued last year in the House and introduce an amendment in Committee on food and drug legislation proposing that jurisdiction over advertising be retained within the Trade Commission. He pointed out that last year such an amendment was accepted in Committee and then was approved without dissenting voice by the House. Unless some contingency develops, he said, he would follow the same course, although there is the possibility that some other member may introduce a food and drug bill proposing Trade Commission jurisdiction. If it becomes advisable from the strategic standpoint to introduce such a bill, Rep. Reece said he might offer it himself rather than await Committee consideration.

As was the case in the last two Congresses, a fight to the finish is expected on this provision. Last session, the House kicked over the traces on the administrative provision and offered a substitute bill providing for retention of complete jurisdiction in the Federal Trade Commission. A similar contest already looms.

Starting from Scratch

DESPITE this, the prevalent view is that there will be new food and drug legislation on the books this session irrespective of the administrative issue. The existing law, a quarter-century old, is admittedly inadequate. Control over the advertising provisions is vested in the Trade Commission. Under the Copeland bill (which has its original number S-5 by request of the Senator) control over advertising construed to be in unfair competition in interstate commerce would remain in the Trade Commission. But all other provisions of his proposed new law would be vested in the Secretary of Agriculture.

Food and drug legislation is of great import to the broadcasting industry since it is estimated that nearly one-third of the industry's gross revenue, or about $30,000,000, is derived from the advertising of these commodities. Moreover, existing law does not include cosmetic advertising, to which the proposed new law would be applied.

The Chapman bill is identical with the measure he reported out of subcommittee at the last session and which drew the wrath of the food, drug and cosmetic manufacturers. This bill was tamed by the full committee, which also specified for Trade Commission control rather than a division of the authority.

Thus it now appears that food and drug legislation must start from scratch on its tortuous legislative course at this session. Hearings are considered likely on both sides of the Capitol, since there will be many new members on the Senate Commerce Committee and the House Interstate and Foreign Commerce Committee, to which the respective bills have been referred. Senator Copeland is chairman of the Senate group while Representative Lea (D-Cal.) is the new chairman of the House Committee. While Rep. Lea has evinced no especial interest in the legislation in the past, as far as available records show, he is regarded as an intense legislative student.

Labels and Advertisements

IN INTRODUCING his new bill, Sen. Copeland made public a detailed statement covering it. The most significant change was that with respect to the advertising provision. In his statement he said:

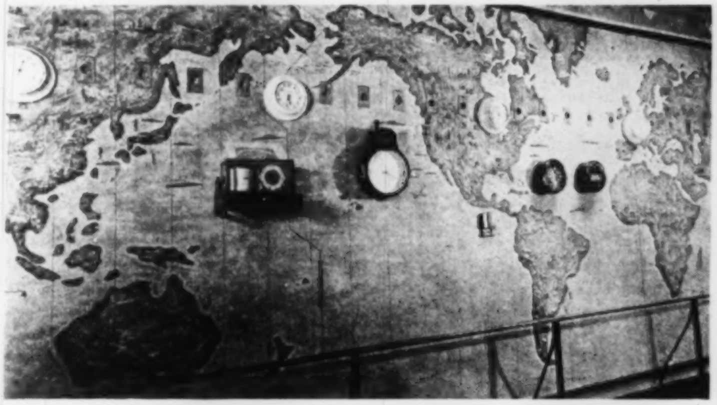
"The controversial subject of control of advertising has been met by providing for the prohibition of false advertising by injunction. The bill also states differently the offense of false advertisement. Previous bills have defined false advertisements as those which are 'false or misleading in any particular'. That definition has occasioned no end of controversy—some of it quite meritorious—on the ground that when applied to the unlimited field of advertising it was too elastic and encompassed things far beyond the purposes of the bill. Also, it would lend itself to unnecessary and unjustified governmental interference in the affairs of business, and impose upon the Government a job far beyond the Government's financial and personnel capacities to enforce. The statement of the offense in the bill defines those subjects pertaining to food, drugs, and cosmetics which should be under Government control."

Mr. Copeland brought out, too, that there has been much controversy on administration. He said that on the premise that advertisements of foods, drugs, and cosmetics, are nothing more than extensions of the label, his bill proposed that the control be vested in the Food & Drug Administration, which enforces the provision on adulteration and labeling. "But, it does not have the effect of depriving the Federal Trade Commission of its jurisdiction to proceed against false advertising in such form as to make it an unfair method of competition. The bill specifically provides that it shall not be construed as impairing or diminishing the powers of the Federal Trade Commission."

He added that the bill simply provides that the district courts of the country shall have the power to grant temporary and permanent injunctions against the dissemination of any advertisement which contains "any statement, design, or device regarding a food, drug device, or cosmetic, or the ingredients thereof, or the subsistances therein, or the nutritional, dietary, curative, therapeutic, or beneficial effects thereof, or the dosage, frequency or duration of use pertaining thereto, which is false or misleading in any particular."

On this score, he added:

"It is submitted that that is a perfectly proper power to vest in the district courts of the United States, and that it not only is proper, but necessary, that the Food and Drug Administration which has foods, drugs, and cosmetics under observation, shall be authorized to seek such injunctions at the hands of the courts. No one can dispute that such advertisements should be enjoined. The fact that the Federal Trade Commission may proceed against advertisers using unfair methods of competition should not prevent the grant to the Food & Drug Administration of this additional, necessary, and very desirable power to protect the public against advertisements which bear directly on public health."



WHERE THE NEWS IS—This big panel in the main studios of WDGY, Minneapolis, shows location of principal radio stations of the world, historic events, correct time in all zones, thermometers, wind velocity and direction, humidity, etc. Small tags indicate the presence of notable persons in all parts of the world, position of rebel forces in Spain, movements of the Duke of Windsor and Wallis Simpson, progress of lost airplane searching parties and similar data. The map is designed to aid news announcers, according to George W. Young, WDGY general manager, who conceived the idea. It is hand-painted and in relief.

The Senator declared that he realized his bill was not a thing of perfection. However he added that it was based upon protracted meetings with representatives of the food, drugs, and cosmetic industries and that it was the result of an earnest and painstaking effort to serve its declared purpose.

"It is introduced in the hope that all who desire to see its purposes accomplished and all who are friends of the movement for a better law, will give it unbiased, impartial, and careful consideration, and after so doing, will see their way clear to support and advocate its enactment," he said.

Among other things, he pointed out that the bill is shorter and less verbose than previous efforts, that the requirements that claims for drug products shall be supported by medical opinion was deleted because of the difficulty in defining "medical opinion" and that the multiple seizures provision has been modified.

Summary of Provisions

THE SENATOR also released a summary of the principal respects in which his bill increases the scope of the old law. He enumerated these as follows:

ADVERTISING: (1) Prohibits false advertising of food, drugs, therapeutic devices, and cosmetics.

FOODS: (2) Provides for the promulgation of standards of identity and a reasonable standard of quality for food. (A standard of quality is authorized by the present law for canned food only); (3) Requires the labeling of unstandardized food to disclose the ingredients by name; (4) Prohibits traffic in food which is dangerous to health. (The present law permits regulation of dangerous food only in the event that the poison is added.); (5) Prohibits addition of poison. If it cannot be avoided in production or manufacture, when it reaches the consumer the product must be safe for human use; (6) Eliminates the "distinctive name" proviso of the existing law under which the sale of products, the labels of which are misleading, are now permitted sale; (7) Requires fully informative labeling of infant and invalid food; (8) Requires label declaration of artificial colors and artificial flavors in food; (9) Forbids traffic in confectionery containing metallic trinkets and other inedible substances which have been found to be a menace to the welfare of children; (10) Authorizes emergency license control of food that might be dangerous by reasons of contamination with micro-organisms. Such licensing is limited to operations in which the public health cannot be protected otherwise.

COSMETICS: (11) For the first time places cosmetics under Federal supervision. Requiring cosmetics to be truthfully sold and outlaws those injurious to health.

DRUGS: (12) Prohibits traffic in drugs and devices which are dangerous to health under the conditions of use prescribed in the labeling or advertising; (13) Requires habit-forming drugs to bear warning labels; (14) Requires adequate directions for use of drugs and devices and appropriate warnings against their probable misuse through over-dosage, or by children, or in disease conditions where they may be dangerous; (15)

(*Continued on page 40*)

630 Kilocycles
1000 Watts Day Time
500 Watts Night Time

KFRU
COLUMBIA
MISSOURI

Owned by
The St. Louis Star-Times
Publishing Co.

IS THE ONLY SINGLE ADVERTISING MEDIUM OFFERING COVERAGE OF THE RICH CENTRAL MISSOURI AREA AT A PROFITABLE RATIO

Columbia, Missouri, lies almost exactly midway between the City of St. Louis on the east and Kansas City on the west.

The area surrounding KFRU is beyond the retail market zones of both of these metropolitan centers.

We Invite Inquiries From Interested Executives
Address Radio Station KFRU at Columbia, Mo.
OR
National Representatives

Wilson	Dalton	Robertson
Kansas City	Chicago	New York

A Sales Message Over KFRU Covers the Center of Missouri

Mexico Receptive To New Allocation

Official Says His Government Is Willing to Negotiate

RENEWED interest in the North American frequency allocation problem is becoming manifest with the statement of the Mexican communications ministry that it is "ready and willing" to discuss the matter of distribution of frequencies with this country and Canada. Mexico is not a party to the existing treaty between the United States and Canada respecting division of the 96-channel broadcast band, having failed at the conference held in 1933 to agree to any distribution which would involve outlawing of so-called "border stations" on Mexican territory, operated by Americans and using directive antennas to serve American listeners.

Alfonso Gomez Morentin, director of mails, telegraphs and radio of the Communications Ministry, in a dispatch from Mexico City Jan. 7, declared his government would negotiate but desired assurances that it would procure adequate facilities. Mexican stations now are operating for the most part on "mid-channels" or those in between the channels used by stations in this country and Canada. There have been repeated complaints of undue interference from such operations, notably by the high-powered border stations operated by such former American broadcasters as Dr. John R. Brinkley and Norman T. Baker.

"Perhaps they [the high-powered border stations] will pave the way to an international agreement that will result in Mexico's being assigned some broadcasting bands," Senor Moretin was quoted as having stated.

So far as could be learned no formal negotiations have been launched for a new North American distribution. However, it was pointed out in official quarters in Washington, that this country long has been seeking to correct the condition.

New Magazine Is Begun By Radio Commentators

SEVERAL nationally-known radio commentators have combined in the formation of a new publication *The Commentator*, to make its debut Jan. 20. Under the editorship of Lowell Thomas, the new pocket-size monthly claims to be "freer than the air" and will publish its articles entirely without censorship. Associated with Mr. Thomas are John B. Kennedy, advisory editor, H. V. Kaltenborn, contributing editor, and Hawthorne Daniel, managing editor. The initial issue will contain articles by Edwin C. Hill, Boake Carter, Warden Lawes, Clem McCarthy and Floyd Gibbons, as well as by members of the editorial board.

Mr. Daniel, author of numerous books and former editor of *Boy's Life* and *Natural History*, advised BROADCASTING that "radio broadcasting has developed a new kind of reporter who goes behind the scenes, but who is restricted in the material he can convey over the air." The new publication will give permanence to the writings of these radio reporters, said Mr. Daniel. The *Commentator* will sell at 25c a copy, and will not carry advertising.

IN LATIN AMERICA—At left is Paul White, CBS director of special events, seated with H. V. Kaltenborn, CBS commentator, in the studio of LRI, operated by *El Mundo* of Buenos Aires, during one of the broadcasts from the Pan American Peace Conference in December. At right John F. Royal, NBC vice-president in charge of programs, who also went to South America and stopped off in various countries en route, is shown being greeted by Emelio Azcarraga, operator of XEW, Mexico City 50,000 watter and that country's most important broadcaster.

RCA Adds Latin Shortwave Pickups To Sponsorship of Metropolitan Opera

CLOSE on the heels of the return of John Royal, NBC vice president in charge of programs, from his 18,000-mile airplane jaunt through Central and South American countries last month, during which he helped arrange broadcasts of the Pan American Peace Conference at Buenos Aires and made tieups with various Latin American radio companies for more exchanges of programs, NBC on Jan. 7 announced a series of the first of commercially sponsored programs it has ever sent to a foreign nation other than Canada.

The Metropolitan Opera Saturday afternoon broadcasts, sponsored since Dec. 24 over the Blue network by RCA and broadcast direct from the New York stage, are now being carried via RCA Communications Inc. shortwave facilities to LRA, Buenos Aires, better known as *Radio Splendid* and operating with 15,000 watts on 990 kc. Announcements and commerial credits, which promote RCA export products, are added in Spanish at Buenos Aires.

Latins Taking to Radio

THAT South America is fast becoming more and more radio-conscious, was the report of both Mr. Royal and Paul White, CBS director of special events, who also returned late this month from a trip to South American capitals. They were the first delegates ever sent by an American broadcasting company into Latin America, although both NBC and CBS have permanent contact men in Europe. Their chief objective was the Peace Conference, with NBC carrying 75 relays via RCAC to its two networks and CBS 41 via I. T. & T. shortwave radiotelephone.

Interviewed by BROADCASTING, both Mr. Royal and Mr. White asserted that while South American broadcasters are rapidly beginning to see the important position radio holds in the United States and Europe, they are still somewhat backward in the building and production of radio programs. Rehearsals seem to be confined to the shortest possible time and a schedule half-hour program may actually take from 25 to 50 minutes. Timing seems to be unimportant by comparison with this country's split-second methods. Even time signals were noticed to be in error as much as two minutes.

Practically all stations sell commercial time, but the smaller stations, particularly, never heard of a card rate and some of the "haywires" will even resort to barter. These stations have very poor coverage, but with all their faults they seem to garner their share of the radio advertising business.

Coverage in rural areas of South America was said to be poor, probably because of the low power of the stations located inland, the terrain, and the equipment and antennas used. Argentina and Brazil have networks but they are said to be unimportant.

Mr. Royal pointed out that the large cities of Latin America are suffering from an oversupply of radio stations, which is probably the direct cause of the keen competition and the barter which stations are practicing. Buenos Aires, Rio de Janeiro and Mexico City are the principal radio cities in Latin America. The best talent, which is none too good according to American standards, was found in Buenos Aires. Performers in this city play a circuit in the town —radio, stage and cabarets—which probably accounts for the city being a talent center. Mr. White said he discovered one likely prospect for CBS but would add no details.

American jazz records are used by a large number of the stations. The influence of American movies is definitely shown, hence the eagerness for more American programs in these countries.

In some of the countries notably Peru and Guatemala, the governments are stepping in and making arrangements for new transmitters which are scheduled for operation soon.

Difference in Methods

MR. WHITE told the story of the South American station which received a proposal to broadcast Prime Minister Baldwin's address to Parliament when the King's abdication was imminent. The proposal was rejected for the moment, "because the owner of the stations was out at the time."

Another radio company could not understand why CBS wanted to go down to the dock to meet President Roosevelt as he arrived on the cruiser *Indianapolis*. The station had a nice tall building in the center of the city from which an excellent view could be obtained of the dock, so why go down to the dock, was the query. Apparently the American practice of covering a special event assignment with a microphone on the spot was unheard of.

Wholehearted cooperation was forthcoming in every instance, but the American methods differed so radically from South American procedure that plenty of explanation was needed. A "happy idea", wrote a Buenos Aires newspaper about interviews before a microphone.

Before Mr. Royal left he made arrangements for NBC to take at least 100 South American programs during 1937, consisting of operas, tango orchestras, and educational talks from Argentina, Brazil, Mexico, and other countries that have necessary equipment. NBC is now installing a directional antenna at W3XAL, Bound Brook, N. J., which is expected to be in operation Jan. 15.

NBC has been broadcasting programs to South America for some time but intends to increase this schedule as soon as possible. General Electric's W2XAF, Schenectady, and the Westinghouse shortwave transmitters in Pittsburgh will also carry some of the programs.

CBS is installing a new 10,000-watt transmitter to take the place of its present 1,000-watt equipment at W2XE, Wayne, N. J., and is planning to have it completed by the middle of February. The station now has a directional beam for both European and South American broadcasts. Jorje Lael is broadcasting quarter-hour daily news reports in Spanish on this station.

Countries visited by Mr. White included Trinidad, Brazil, Argentina, Uruguay, Chile and Panama. Mr. Royal, in addition to these countries stopped in Bolivia, Guatemala and Mexico. In Mexico City, Mr. Royal was greeted by Emelio Azcarraga, owner of XEW, 50,000-watt station.

Both networks received ample publicity in the South American newspapers. Mr. White, an ex-UP man, wrote a number of signed articles at papers' request on the difference between American and South American broadcasting methods.

NBC's Shortwave Beams

TWO NEW directional-beam antennas, under construction for several weeks at NBC's shortwave transmitting station, W3XAL, Bound Brook, N. J., are nearing completion and one of them, for South and Central America, is expected to be placed in operation Jan. 15. The other directive antenna, for transmissions to Europe, will be ready for use on or about Feb. 20. The equipment occupies approximately 25 of the 55 acres belonging to WJZ. The directive beam antennas are so constructed that they produce the effect of a sixfold increase in power. The South American antenna consists of wires having the shape of a large V, with the apex supported on a 250-foot steel tower. The two ends are supported by 165-foot wooden poles. The antennas will function on either of two wave lengths, one on 17,780 kc. with a power of 10,000 watts, and the other on 6,100 kc. with a power of 25,000 watts.

Glimpse Into Future of Radio Given in FCC Annual Report

Television, Facsimile, Ultra-high Frequencies and Superpower Are Among the Subjects Discussed

THE IMPORTANCE of future radio services, embracing television and facsimile along with improvements in the technical broadcasting structure, rather than accomplishments of the past, are stressed in the second annual report of the FCC to Congress on Jan. 5.

Entirely devoid of recommendations for new legislation, the 130-page document is devoted largely to a review of FCC business by divisions and departments during the fiscal year which ended last July 30, along with some engineering glimpses into the future. It is replete with statistics relating to FCC activities with a substantial portion of it given over to the telephone division activities, particularly the A. T. & T. investigation.

On the live subject of television, Chief Engineer T. A. M. Craven states that while the technique has progressed during the past year "it seems generally the consensus of opinion that television is not yet ready for public service on a national scale." He declared it still must be considered experimental and that numerous obstacles remain to be overcome and much technical development is required before it can be established as a sound national basis. "Nevertheless the rate of progress is rapid and the energies of the laboratories of the country are being concentrated on the technical development of television," he added.

Facsimile Progress

AS FOR facsimile, the visual corollary of television, the report stated that rapid progress is being made and that the development has reached a stage "which commands attention." The report referred particularly to transmission of photographs and of printed matter by radio and by wire as being encompassed by facsimile. "While the future economic problems and benefits presented by facsimile are not yet clearly understood, it appears that the potentialities of this new service are of sufficient importance to require close attention to the results of experimentation and evolution in commercial operation," it is stated.

Opening of the ultra-high frequencies, beyond 30,000 kc. for commercial pursuits was discussed in detail. Though the useful radio spectrum in the next few years will be seven times as extensive as that of today, the report stated that the advent of new services such as television and other new uses for radio would mean that the FCC would continue to be confronted with a dearth of radio facilities in the face of the large demand for them.

The engineering section of the report reviewed both the ultra-high frequency hearings held last June and the allocation hearings which began in October and which were based on the so-called "allocation survey". It was pointed out that the FCC has established a policy of cooperation with the industry in the solution of the allocations problems, notably with respect to the higher frequencies, with a view toward better and more economic use of the spectrum. "As a result of these efforts, experimentation has been encouraged along specific lines and much factual data necessary in the solution of the problem has been secured. It is expected that additional information will become available rapidly, as the results of this intensive guidance of research progressed further into actual accomplishments."

The record of the ultra-high frequency hearings, the report stated, in all probability will form the basis for an early allocation of frequencies above 30,000 kc. Impediments to the development of the high-frequency range also were discussed. The increasing use of electrical therapeutic machines by hospitals and physicians has created a new type of interference to communications, it was said. In addition, the interference caused by the ignition systems of automobiles is having a serious effect upon the usefulness of those channels. Cooperative efforts to minimize such interferences through proper shielding were discussed.

Regulatory Work

THE MAGNITUDE of the licensing work of the FCC was illustrated in the report which disclosed that on broadcasting alone during the fiscal year 1936 3,500 applications were received, and 3,407 authorizations were issued. During the same fiscal year, a total of 38 new stations were authorized while five others were deleted. For the calendar year 1936, according to latest available records, 57 new stations were authorized although several of them are in a suspended status because of litigation.

During the fiscal year the FCC expended its appropriation of $1,500,000 plus $25,000 for printing and binding. Of the aggregate, approximately $1,277,000 was for personal services or payrolls. A total of 491 formal docket cases was heard by the examining department of the FCC. Of these, nearly 150 were in connection with construction permits for new broadcast stations.

While the fiscal year was characterized by an increase in the number of complaints received in connection with program service of broadcast stations, the majority of the investigations resulted in informal adjustment of them, the law department brought out in its section of the report. In only 11 instances did the investigations, conducted as a result of complaints on reports from field offices, require formal action. These dealt with lottery programs, objectionable medical programs, stock-selling schemes and commercial fortune-telling programs. Final decision was rendered in five of these 11 cases and only one resulted in a refusal to renew a license and subsequent deletion of the station.

The law department said the Broadcast Division requires stations to report all contracts affecting the control of the station and transfers of stock in licensed corporations. During the fiscal year 255 discrepancies were noted in such forms and in a few there was indicated possible violation of the act. However, of the 255 cases, 208 were satisfactorily explained and the records corrected. There were 18 unauthorized transfers of control in the filing of applications. As the fiscal year closed some 29 cases were in the process of investigation.

Unlicensed Stations

THE LAW department assisted the Department of Justice in the investigation of 51 cases, two of which involved possible violations of Section 325 (B) which requires a permit of maintenance of studios of foreign broadcasts and 49 of which related to alleged violations of Section 301 and 318 which require licenses for stations and their operators. Of the two cases involving a violation of the remote studio provision, the report brought out that one was still under investigation and that in the other case three parties had been indicted by the Federal grand jury in Laredo, Tex. This case involved employes of XEPN operated by Norman T. Baker, formerly a Muscatine, Ia. broadcaster whose station was deleted several years ago. The case, it was stated, was the first of its kind to be tried under the Act.

During the fiscal year there were 296 hearings in broadcast cases. Of these 14 were heard by the Broadcast Division en banc, with the balance heard by examiners. There were two cases — the so-called "Brooklyn" cases and the so-called "640" cases which were called "complicated".

The report showed that the total number of broadcast stations in operation at the end of the fiscal year was 656, as against 623 at the same time in 1935. The total operating simultaneously at night, however, was only 439 in 1936 as against 421 in 1935.

Reference was made in the report to WLW's operation with 500,000 watts as the world's most powerful station. This special experimental authority, it was pointed out, has given considerable additional information concerning the effectiveness of this high power in serving the rural listeners and the listeners located in smaller urban centers remote from other broadcasting service. It pointed out that the results of the postcard questionnaire section of the allocation survey made by the Commission indicated that the first choice of listeners in 13 states was WLW and that in addition WLW was the second choice of listeners in six more states. The FCC further brought out that a number of other stations operated on clear channels have since applied for authority to use 500,000 watts. The total number of stations seeking superpower was 15 at the close of the 1936 calendar year.

WIBW LEGISLATORS

Two Members of Staff Belong To Kansas House

Mr. Nickell

Mr. Beatty

WIBW, Capper Publication's station at Topeka, Kansas, has two members of its staff, one Republican and one Democrat, as full-fledged members of the House of Representatives. They are Joe Nickell, news commentator, Republican, and Marion Beatty, salesman, Democrat.

The two radio law-makers besides representing both parties, also represent both rural and city voters of Shawnee County in which Topeka and the radio station are located. Nickell was elected in the 33d legislative district which embraces a large rural territory. Beatty represents the 34th district which includes most of the Topeka business and industrial population.

Nickell, former city editor of the *Topeka Daily Capital*, is also a lawyer, has been admitted to practice in the Supreme Court of the United States, and has one of the widest acquaintances in the state. Beatty, graduate of Kansas University, is connected with several local advertising, selling and civic clubs.

NEGRO NETWORK PROJECTED

Boston Group Plans Big Stock Issue to Finance Five Stations Located in Key Cities

GOLD STAR RADIO & TELEVISION Corp., 412A, Massachusetts Ave., Boston, has notified the Securities & Exchange Commission of intention to issue stock to finance construction and operation of a group of radio stations addressed to negro listeners.

The SEC application states that the company is chartered to engage in a general radio and television business. It was incorporated Sept. 28, 1936, in Massachusetts, with Charles Henry Davis Jr., 538 Tremont St., Boston, president and director; David E. Forsyth, 412A Massachusetts Ave., vice-president, treasurer and director; William L. Shelton, 981A Tremont St., secretary, clerk and director.

Five stations are planned, using directive antenna, in New York, Chicago, Philadelphia, New Orleans and Los Angeles, each to cost $100,000, including $55,000 reserve for one year's operation, the application states. The stock issue would consist of 99,795 shares of Class A common stock with $5 par, to be offered at $6.25. Of this $1.25 per share will cover expenses of the fiscal director, it is stated.

Mr. Davis has been issued 10,000 shares of Class B common stock for services and copyrighted plans for construction of a specialized broadcasting system, it is added. He filed the plans with the Register of Copyrights July 9, 1936, according to the application. Irvin B. Robinson, Yankee Network, is engineering consultant for the firm, it is set forth.

the WKY Habit

GETS 'EM EARLY!

● Long before Oklahoma youngsters can read or write, they acquire their first listening habit—the habit of listening to Uncle Ben's Funny Paper Hour over WKY every Sunday morning. This program, now in its eighth year, has undoubtedly a larger following among the younger generation of Oklahoma than any other program on the air.

As Oklahoma's youth grows older, other WKY programs begin serving its broadening field of interests. Year after year WKY's hold continues to increase until WKY-listening becomes a firmly embedded, everyday habit.

For sixteen years, and among all ages, WKY-listening has prevailed as a statewide habit in Oklahoma. Today this habit has a stronger hold than ever—and gives WKY a more powerful influence over the buying habits of Oklahoma than any other station. Sell Oklahoma the habit of buying YOUR product by advertising it on the station they are in the habit of listening to.

UNCLE
BEN
U.S. MAIL

UNCLE BEN AND CAST READY FOR THE BROADCAST OF THE FUNNY PAPER HOUR

● Every Sunday morning at 8 o'clock, thousands of Oklahoma youngsters—and oldsters, too—gather around their WKY-tuned radios to hear Uncle Ben and cast dramatize the doings of Popeye, Orphan Annie, Tarzan, Dick Tracy and the other popular characters in the comic supplement of The Sunday Oklahoman. The 358th consecutive broadcast of Uncle Ben's Funny Paper Hour occurred on Sunday, January 10th—the oldest and most popular juvenile feature on WKY.

WKY • OKLAHOMA CITY

OKLAHOMA'S ONLY FULL-TIME NBC OUTLET

• Affiliated with The Daily Oklahoman
The Times, and The Farmer-Stockman

900 KC.

National Representative—E. Katz Special Advertising Agency

Courts Hold Fate Of Record Rights

Two Cases Brought by Artists Pending Before Tribunals

THE FATE of the phonograph record as a program instrumentality in radio now is before state courts in two cases sponsored by the National Association of Performing Artists, recently formed group, and involving the right of the "performing artists" to restrict their renditions. A third factor, indirectly involving the same program material, is the order of the Chicago Federation of Musicians under which it will not permit members to make recordings of any kind, including transcriptions, except under restrictions of the Union's executive board [BROADCASTING, Jan. 1].

The two pending cases are those of Fred Waring, orchestra leader and president of NAPA, against WDAS, Philadelphia, decided in favor of the artist by the lower Philadelphia court, but now on appeal to the State Supreme Court, and of Frank Crumit, crooner, against WHN, New York, pending before the State Supreme Court. In the latter case, Justice Valente last month denied Crumit a temporary injunction [BROADCASTING, Jan. 1].

A third suit, filed Dec. 17 by Bing Crosby, crooner, against KGFJ, Los Angeles, asks an injunction to prevent broadcasting of his recordings and brings out that the Crosby records were plainly labeled "not licensed for radio broadcast".

Ruling of Local Court

IN THE WDAS case, the lower court held that such an inscription was binding upon the station. But in the WHN case, the court denied an injunction on the ground that such a statement was not sufficient to prevent the broadcasting of the record, and that not only a similar restriction would have to be contained in the artist's contract with the recording company, but also the terms of that contract would have to be made known to the station.

The Crumit v. WHN case must now go to trial. A new party in the case is Decca Records Inc., recording company, which seeks to intervene in order to participate in the trial. Such a motion probably will be opposed by WHN, it is reported. Maurice J. Speiser, counsel for NAPA, represents Crumit and also Waring. Counsel for WHN is Judge Isadore Frey, general counsel of Loew's Inc., which operates WHN. Judge Valente, in denying the injunction motion, did not pass on the fundamental question of law as to the rights of the purchaser of a phonograph record to use it for broadcasting purposes. This, and related issues, will presumably develop at the trial.

In the Philadelphia case, in which the NAB originally participated, it is expected that the Supreme Court will hear arguments on the WDAS appeal in April. The case was decided more than a year ago by the Common Pleas Court in favor of Waring, and afterward sustained by the three judges of the same court.

The action of the Chicago musician's union, announced Dec. 19, naturally is not binding upon any musicians except those in the area of that local. It was based on the conclusion that recordings constitute a "menace" to musicians. Recording company officials, however, contended that it was based on a faulty premise since a transcription program production is like a network production in that only one orchestra performs and that by banning of wax no additional work is being created for local musicians.

Big Magnolia Hookup

Mr. Dunken

SID DUNKEN, advertising manager of Magnolia Petroleum Co., Dallas, is believed to have established a world's record in an intrastate hookup of 1,975 miles Dec. 26, when Magnolia sponsored a broadcast of the final game in the Texas Interscholastic League Football Championship contest. The hookup used 15 stations to unite Texas points. The setup was as follows: KGNC, KTAT, KFJZ, KRLD, KGKL, KGKO, KFYO, KRBC, KTSA, KNOW, KTRH, WACO, KGFI, KRGV, KGKB. Broadcasts were prepared and handled by Bruck-Sacks Inc., serving the Magnolia Petroleum Co., with the cooperation of Clyde Rembert, manager of KRLD, Dallas.

FARNSWORTH PLANS FIELD EXPERIMENTS

FARNSWORTH Television Inc., 127 E. Mermaid Lane, Philadelphia, will begin field tests of its experimental television transmitting station on or before Feb. 1, according to a statement by A. H. Brolly, chief engineer. The company recently was authorized by the FCC to operate a 1,000-watt transmitter in the high-frequency bands between 42,000 and 56,000 kc. and 60,000 and 86,000 kc. under the call letters W3XPF.

With RCA's transmitters at Camden and atop the Empire State Bldg. in New York and Philco's transmitter atop its Philadelphia plant already in operation for secret field tests, the Farnsworth tests will likewise be designed to show its engineers what field results can be obtained with its system. It is understood it will broadcast 441-line images, whereas both RCA and Philco heretofore have used 343 lines and are now rebuilding to 441.

Mr. Brolly explained that Farnsworth Television Inc. is not a manufacturing organization and that the beginning of its field tests "does not necessarily indicate the immediate production of receivers for popular use." The company has granted licenses under its patents to various firms in this country, England and Germany, and, according to Mr. Brolly, anticipates that when television is commercialized its development will be widely used by manufacturers.

PRESIDENT Roosevelt's budget estimates included an item of $7,570,000, which he estimated would be derived from the 5% manufacturers' excise taxes on radios and phonographs during the fiscal year 1937-38.

FARRIER MERGING NBC'S TELEVISION

THE POST of "television coordinator" has been created by NBC with the appointment of C. W. Farrier, an executive of the Tennessee Valley Authority, to NBC effective Jan. 18. NBC President Lenox R. Lohr asserted Jan. 6 that Mr. Farrier, a well-known engineer, would coordinate various television activities within the organization. He probably will be assigned for brief periods to various departments, such as programming, engineering, sales and operations to become accustomed to the manner in which they function, with the objective of eventually applying this type of operation to television.

NBC, Mr. Lohr declared, is not shooting at any particular deadline with respect to introduction of practical television. However, he pointed out, the development now going forward should be recorded and coordinated. Mr. Farrier will be responsible for this coordination effort in all departments.

Practical television tests are being conducted by NBC and its parent organization RCA, with a television transmitter atop the Empire State Bldg. It is understood that 441-line scanning is being experimented with and that the results have been encouraging. "Looking-in" centers are contemplated in the New York area. At present a number of sets have been placed in the homes of engineers and other NBC and RCA employes for experimental reception of the Empire State transmissions.

Improve Audible Radio, Forget Visual, Says Levy

IN FLORIDA to attend the inauguration of his friend, Governor-elect Fred P. Cone and to spend a winter vacation, Isaac D. Levy, co-owner of WCAU, Philadelphia, and a director of CBS, gave out an interview this month in which he expressed the opinion that the American public should look forward to improvements in audible broadcasting rather than to television. He was quoted in a release issued by the publicity department of the Hotel Atlantis, Miami Beach, where he is stopping with Mrs. Levy, as stating that "we'll all be wearing long grey beards before television is developed to the point where it is feasible for general broadcast use."

Mr. and Mrs. Levy only recently returned from Europe, where he said he "didn't see any demonstrations that would by any means satisfy the American public, except as a novelty." "Right now," he added, "the British Broadcasting Corp. is televising current events, but since there are only a few receiving sets in the country the value of the program is doubtful." Available visual receivers, he stated, are costing about $800. It was Mr. Levy's expressed belief that there is little hope that television will become a popular reality in America in less than 10 years.

Brooklyn Cases Deferred

ANOTHER two-month postponement in the rehearing of the so-called "Brooklyn cases" involving 18 conflicting applications, was authorized Jan. 6 by the FCC en banc. The last date set was Jan. 14 and the FCC authorized a postponement until March 18.

NBC Renews Its Lease Of WMAL as Outlet of Blue Network in Capital

RENEWAL, for a three-year period from Dec. 31, 1937, of the lease of WMAL, Washington, by NBC, was consummated Jan. 12 by Frank M. Russell, NBC Washington vice-president, with the M. A. Leese Radio Corp. NBC has been operating WMAL as its Washington Blue outlet under a five-year lease at $36,000 per year, including studios. It is understood the renewal is at approximately the same figure.

The lease renewal was made subject to the pending litigation involving heirs of the estate of M. A. Leese and Hearst Radio Inc. Should Hearst be successful in this litigation, in which it seeks specific performance of a purported contract to purchase the station for $285,000 plus a three-year rental figure of $108,000, then the NBC lease would be terminated automatically.

However, there is another agreement with Hearst under which NBC would continue operation of the station for the duration of the three-year period. The litigation with Hearst has been pending for some two years. The Supreme Court of the District of Columbia, in deciding the case, held there was no valid contract and as a consequence, could not command specific performance. Hearst appealed to the U. S. Court of Appeals for the District of Columbia, which suit now is pending.

A half dozen applications for new station facilities in Washington, two of which involve WMAL facilities, now are pending before the FCC. The FCC Broadcast Division several months ago approved an application of WOL, Washington local, for regional facilities but this had been tied up in rehearing requests. Among other applications pending are those of the *Washington Post*, former Senator C. C. Dill, and Continental Radio Co., Scripps-Howard newspaper subsidiary.

Examiner Favors Capital Station Sought by Dill

HOLDING that there is need for additional service in the Washington, D. C. area, Examiner Bramhall on Jan. 11 recommended to the FCC Broadcast Division that it grant the application of former U. S. Senator C. C. Dill for a new 1,000-watt full-time station on 1390 kc. in the capital city. Senator Dill, now a practicing attorney in Washington, proposes to build and operate the station as a personal venture. Examiner Bramhall on the same date also recommended granting the application of A. Frank Katzentine, former mayor and municipal judge of Miami Beach, Fla., now a practicing attorney there, for a new 100-watt station on 1500 kc. in the resort community.

WNBX, Springfield, Vt., which has been authorized by the FCC to operate with 1,000 watts on 1260 kc. and is now a full-time station, has appointed W. P. Leighton and George Nelson, partners in the Leighton & Nelson agency, Schenectady, as sales and advertising counselors. Harry C. Wilder, operator of WSYR, Syracuse, and WOCL, Jamestown, N. Y., has acquired an interest in the station.

NBC Thesaurus*

is proud to present its newest star

MARY LEWIS

OPERA, STAGE AND MOVIE STAR

and a few other outstanding radio personalities in Thesaurus whom Miss Lewis joins

Nathaniel Shilkret

Ferde Grofe

Xavier Cugat

Rosario Bourdon

The Dreamers

MARY LEWIS

*
A Treasure House of Recorded Programs being offered by 180 stations in leading markets for national spot advertising.

Dolly Dawn

Harry Reser

Robert Hood Bowers

Carol Deis

The Ranch Boys

For further information regarding NBC Thesaurus artists or programs, address

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

ELECTRICAL TRANSCRIPTION SERVICE

30 Rockefeller Plaza, New York • Merchandise Mart, Chicago, Ill.

Oklahoma Stations Organize Network

Eight Outlets Are Included in New Statewide Hookup

Mr. Porter

FORMATION of Oklahoma Network Inc., embracing eight stations in that state, was announced Jan. 2 by Glenn Condon, former state legislator and radio commentator, managing director of the project. Operation is contemplated in February.

Stations in the group are KGFG, Oklahoma City, recently purchased by Harold Hough, manager of WBAP, Fort Worth, and NAB treasurer; KADA, Ada; KVSO, Ardmore, owned by the *Daily Ardmoreite;* KBIX, Muskogee, owned by the *Phoenix & Times-Democrat;* KGFF, Shawnee, owned by the *Shawnee Morning Star & Evening News;* KCRC, Enid, owned by the *Morning News & Eagle,* WBBZ, Ponca City, and KASA, Elk City, owned by E. M. Woody, hotel operator.

According to Mr. Condon, the network expects to begin operation with about four hours of programs daily, both sustaining and commercial, with this schedule to be increased as talent and other conditions justify.

Officers are Ross Porter, Shawnee, president; Tams Bixby, Muskogee, vice-president; Joe Lee, Ada, secretary, and Ivan R. Head, Oklahoma City, treasurer. Directors consist of representatives of the stations. Headquarters offices have been established by Mr. Condon in the Palace Bldg., Tulsa, and the Perrine Bldg., Oklahoma City.

Mr. Porter emphasized that transcriptions will not be accepted by the network, although they may be placed direct with individual stations as heretofore. Improvement of programs through interchange of live talent shows was declared the principal objective. A. T. & T. lines will be used.

The rate card will have a one-time quarter-hour rate, regional, of $80 and of $60 under a 104-time schedule for Oklahoma accounts only. The national rate will be double those amounts, according to Mr. Condon.

WCBA-WSAN in Merger

CONSOLIDATION of WCBA and WSAN, time-sharing 500-watters on 1440 kc. in Allentown, Pa., is sought in an application filed Jan. 13 with the FCC. The two stations, which heretofore have been operating half time each with separate transmitters but managed jointly by B. Bryan Musselman, would be combined into one with the call letters WSAN under a new corporation to be known as WSAN Inc., a Pennsylvania corporation. Heading the new corporation is Maj. J. C. Schumberger, president; Royal Wyler, vice-president, and David Miller, vice-president, all of the Allentown Call Publishing Co., which will hold 60% of the stock. Mr. Musselman will hold 40% of the stock and will be director of operations. At present Mr. Musselman owns WCBA, and the *Allentown Call* controls WSAN.

Extension of WOAI Purchase Contract Until Dec. 1 Reopens Case in FCC

WOAI, San Antonio 50,000-watter, may yet become a CBS property by virtue of extension of the $825,000 purchase contract, subject to FCC approval, until Dec. 1, 1937.

It was learned authoritatively Jan. 9 that G. A. C. Halff, principal owner of the station, had agreed to such an extension after a guarantee on the part of the network that it would assume responsibility for any increase in Federal tax which might accrue this year through possible changes in the revenue laws by Congress. In other words, under the revised contract, Mr. Halff would be guaranteed a net figure for his station identical with that which would have been returned to him had the Broadcast Division approved the transfer prior to the Dec. 31 deadline written into the original contract.

Meanwhile, it is understood that WOAI, an NBC outlet, would seek to renew its present contract with that network, possibly on the new standard five-year basis. In such an event, should the sale to CBS be approved, there would develop the anomalous situation of a CBS-owned station serving as an NBC outlet. The NBC contracts, however, have a one-year cancellation clause, and it is presumed that should CBS acquire the station, it would immediately give the one-year requisite notice.

Time Limitation

DECISION to extend the contract for a year was reached after the Broadcast Division, at a special meeting Dec. 31, decided it had lacked sufficient time to review the issue and had voted to defer action until a later meeting. By failing to act, the whole question became a moot one, since the contract for the sale provided originally that it would terminate by its own terms on Dec. 28. Subsequently, the time was extended to Dec. 31.

To make doubly sure, however, Louis G. Caldwell, counsel for WOAI, on Jan. 2 filed with the Division a letter withdrawing the application for the sale, since the agreement was no longer binding upon the parties and therefore the application for consent of the FCC had become moot. After CBS procured an agreement from Mr. Halff for an extension, Mr. Caldwell filed a letter withdrawing the withdrawal, and leaving the whole question open. This was supplemented by an amendment to the contract, including the extension to Dec. 1, 1937.

In the first instance, the reason for the time limitation as set forth by Mr. Halff, president of Southland Industries Inc., licensee of WOAI, was to make the transaction fall within the 1936 taxable year. The sale was based upon a net of about $600,000 to Mr. Halff for WOAI, which made the price for the station $825,000. In its entirety, the transaction involved purchase of Southland Industries Inc., a holding corporation, by CBS for approximately $1,400,000, with CBS to sell back to Mr. Halff all save the WOAI property.

The deal stirred up unusual interest in broadcasting circles because it constituted acquisition of another clear-channel station by a network. Moreover, the race against time, plus the fact that Examiner P. W. Seward on Dec. 29 had submitted an adverse report, heightened this interest.

Mr. Seward's report was a bone of contention because of the extremes to which it went in criticizing the deal as one that violated both the public interest and ownership provisions of the law. In effect, Examiner Seward held that the purchase price involved a figure of $680,000 above book value and that actually the sale of the station license, rather than tangible station facilities which he estimated had an appraised value of only $141,000, was proposed [BROADCASTING, Jan. 1].

There is grave apprehension over the report since it advanced an entirely new theory as to station assignments. The effect, it is contended, was to hold that it would be unlawful to sell a station for anything in excess of the actual assessed value of its tangible equipment. No recognition is given to "good will" or "going concern" value.

By failure of the Broadcast Division to approve the transaction within the original time limit, it is expected the Texas network setup will remain intact, for the time being in any event. Had the WOAI sale been consummated, it was expected that KTSA, San Antonio, owned by Hearst Radio Inc. and now a CBS affiliate, and KNOW, Austin, owned by the same organization, would join NBC in lieu of WOAI. Moreover, there was likelihood of a change in the status of the Texas Quality Group, of which WOAI is a member. As a CBS outlet, it would not have remained on this regional hookup, but tentative arrangements had been made for substitution of KTSA and addition of KNOW on an optional basis in anticipation of approval of the sale.

WIRE in New Hands

OPERATION of WIRE, Indianapolis, was taken over by Central Newspapers Inc. Jan. 4 after the FCC in December had authorized its purchase for approximately $340,000 from W. E. Vogelback and D. E. Kendrick. Eugene C. Pulliam, Lebanon, Ind., has assumed personal direction of the station as general manager. He is publisher of the *Lebanon Reporter, Huntington Herald-Press* and *Vincennes Sun-Commercial,* all Indiana dailies. His son, Eugene Jr., who for more than a year has been in the radio department of the United Press in Cleveland, took charge of the news department. Albert J. Beveridge Jr., widely-known news commentator and columnist, has become one of the announcers.

Libbey Foreign Spots

LIBBEY, McNEIL & LIBBEY, Chicago (evaporated milk) is adding KFI and KGFJ, Los Angeles, and WLS and WCFL, Chicago, to the list of stations on which it has been placing announcements. J. Walter Thompson Co., Chicago, is the agency. The announcements on KGFJ will be in Spanish, and on WCFL and WGES in Polish, placed through Roesler & Howard Inc., foreign language representatives.

FCC Prepared for Trial Of Norman Baker Group As Court Ruling Helps

ENCOURAGED BY a court opinion upholding the constitutionality of the "border station" provision of the Communications Act prohibiting transportation without prior authority of any program material to foreign stations, the FCC was prepared this month to argue at a jury trial in Laredo, Tex. for conviction of several employes of XENT, Nuevo Laredo, Mexico, operated by Norman T. Baker, erstwhile Iowa broadcaster, for alleged violation of this provision.

The date for the trial has not yet been set but it is expected that George B. Porter, assistant general counsel of the FCC and A. V. Dalrymple, FCC attorney, will be dispatched to Laredo to assist the United States attorney there in handling the case.

On Jan. 1, Federal Judge T. N. Kinnerly, of the Federal District Court at Houston, ruled that Section 352.b of the Communications Act of 1934, imposing the ban on transportation of programs either by wire or electrical transcription across the border without FCC authority was constitutional. In so doing he paved the way for the jury trial of Norman Baker, licensee of XENT, Roy Richardson and F. R. Hood. Indictments previously had been procured in the Laredo courts on the government charge of violation of this provision. Afterward Baker took his appeal to the Federal Court on the constitutionality question.

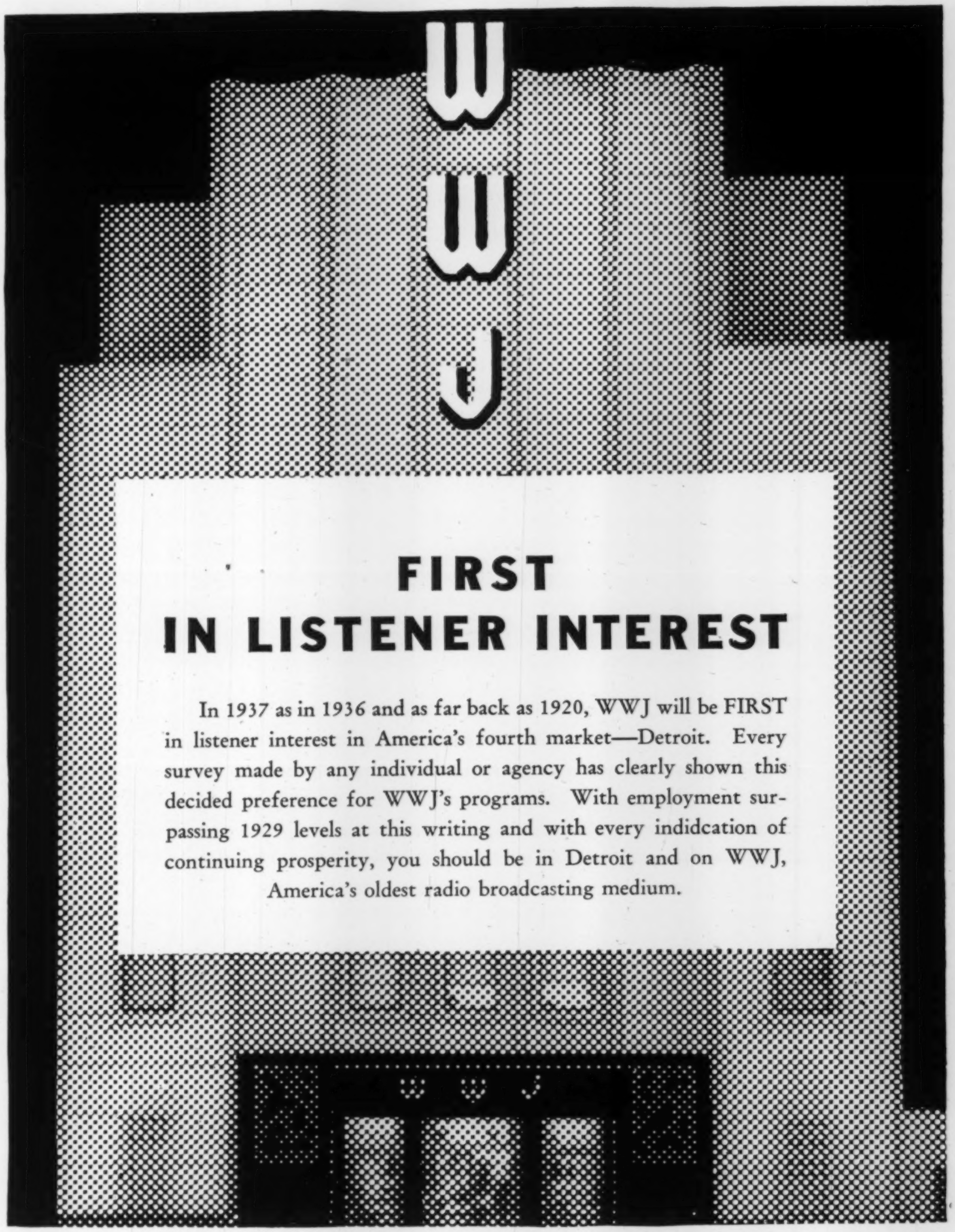
Judge Kennerly's action does not constitute final adjudication of this issue since the Circuit Court of Appeals and possibly the Supreme Court would have to act as courts of last resort. It is expected that Baker will not take an appeal unless the indictments are sustained in the Laredo cases in which event he would still have the right to ask the Circuit Court of Appeals to review the District Court's decision.

The Communications Act carries a provision for criminal violations of not more than $10,000 fine or two years imprisonment or both. Section 325*b* provides that programs, whether transcription or by wire, may not be transmitted to stations in other countries without express authority of the FCC, when the programs are designed for reception in the United States. It was written into the law to give the FCC a degree of power in combatting the so-called "border" stations, of which Baker's XENT is one.

National Weeklies Spots

NATIONAL WEEKLIES Inc., Winona, Minn., which tested announcements in German on WBNX, New York, to advertise its German magazines, has renewed the contract with WBNX and added WWSW, WEMP, WJBK, WSAY, WTMV and WCBM. All announcements are in German and are scheduled for broadcasting three times a week, except WSAY, which is twice weekly, and WWSW, which broadcasts foreign programs on Sunday only. Business is placed through Albert Kircher Co., Chicago, the client's agency, and Roesler & Howard Inc., foreign language representatives.

XUM



FIRST
IN LISTENER INTEREST

In 1937 as in 1936 and as far back as 1920, WWJ will be FIRST in listener interest in America's fourth market—Detroit. Every survey made by any individual or agency has clearly shown this decided preference for WWJ's programs. With employment surpassing 1929 levels at this writing and with every indidcation of continuing prosperity, you should be in Detroit and on WWJ, America's oldest radio broadcasting medium.

WORLD COVERAGE DOUBLED BY CBS

CBS claimed in its 1936 year end statement that it had doubled its world coverage during the preceding 12 months. Increases by program types in such fields as international affairs, national affairs, and educational and cultural discussions over the preceding year were recounted. International broadcasts during the year increased almost 100%. It made available the following tabulation of comparisons of CBS sustaining programs for 1935 and 1936:

	1935		*1936*	
	Hrs.	*Broadcasts*	*Hrs.*	*Broadcasts*
Outstanding Music	440¾	807	523	1031
Adult Education	208¼	945	208	945
Children's	148¾	249	205¾	508
Civic Welfare	43¾	198	52¼	215
Religious	80	217	105¼	302
International	50¼	154	91¾	296
National Affairs	113¾	377	133¾	277
Agriculture	4	15	7½	24
Labor	6¾	25	4½	14
News	100¼	841	101	856
Dramatic	15	31	26½	53
Sports	60¾	118	108	208
Total	1272¼	3977	1567¼	4729

SEEING THE SPONSOR'S SIDE

Footer of the Bills Described as Benefactor to Public and Promoter of Welfare

INSTEAD of being a "necessary evil", the sponsor "is actually the most important and probably the wisest individual in sponsored programs," in the opinion of Henry Souvaine, head of the New York talent and program organization bearing his name.

"The sponsor demands a mass audience of large proportions, and unless his program builds up such an audience, his advertising investment is a failure — and the American business man has no patience and no belief in failures, particularly when they are concerned with his own money," said Mr. Souvaine. "If we accept the right of a sponsor to ask for a large audience, we have at that point begun to understand properly the sponsor's viewpoint.

"There are two chief complaints against American sponsors. The first one is the commercial announcement, and the second one is the program. Of course, no one would dare to suggest that the sponsor should spend huge sums to entertain the American public without some return of one kind or another, but the only return which he can translate with success to his board of directors, is increased business. On the average, 90% of his programs are devoted to what he hopes will be entertainment, and the remaining 10%, or in many instances much less, is taken up with sales talks of one kind or another.

Why the Squawking?

"NOW, to any fair-minded person, that would seem pretty much on the velvet side. So why the thunderous protests and very often the tuning out the moment we hear the silver-tongued voice of the announcer? Maybe it does break up our interest in entertainment. Possibly we don't like the phraseology, but again, we must remember the objective—and that is, to sell merchandise or ideas. The sponsor, after all, has engaged the most brilliant advertising agencies and the finest writers, and if some of us don't like their messages, fortunately a sufficient number of people do to bring in the kind of results which have made sponsored radio the finest radio in the world. Rather fortunately, the human cry against commercial announcements has begun to recede because it has become quite evident that they have not polluted our youth or prostituted our elders.

"However, I am more concerned with attempting to shed some additional light on the sponsor's viewpoint in the program itself. There still seems to be a widespread belief that in most programs the jokes are bad, the jazz orchestras are sordid, the dramatic moments are cheap, and — in the field of symphony music — the music is trashy. According to some critics, a piece of classical music is invariably bad when it pleases a lot of people. It loses its savour. It is a blot on the escutcheon of musical culture. Evidently, we need a new definition of good music because some of us seem to insist that music is noteworthy only when it pleases the few.

"It is the sponsor's problem to find the common denominator—in comedy, drama and music, and the miracle of radio today is the fact that he has been able to reach a common denominator with a quality of such remarkably high estate. That these statements are true seems apparent to those of us who approach radio with understanding minds and unprejudiced ears.

"Where in the past, individual men of wealth made possible cultural entertainment for the few, we seem to be fast approaching the day when American business is providing a distinguished quality of cultural entertainment for the many.

"It would seem to me that the hardest critic of sponsored programs would still find comfort in the fact that commercially backed symphonic programs of today are enjoyed by audiences which run into the millions—audiences which exceed in numbers those which listened to most of the more popular type of musical programs. That this is true is due, in the main, to the sponsor, who insists that good music must be presented in the form which is understood by the music-lovers — rather than the musical-elite."

15th Seeks Superpower

THE fifteenth station to apply for superpower of 500,000 watts filed application with the FCC Jan. 7. It is WSB, Atlanta, operated by the *Atlanta Journal* and now using 50,000 watts on its clear channel. The other applications for 500,000 watts still pending before the FCC and awaiting its policy decision with respect to superpower are WHO, Des Moines; WHAS, Louisville; WGN, Chicago; WJZ, New York; KNX, Hollywood; WJR, Detroit; KFI, Los Angeles; WSM, Nashville; KDKA, Pittsburgh; WOR, Newark; WOAI, San Antonio; WGY, Schenectady; KSL, Salt Lake City, and WLW, Cincinnati, which now uses 500,000 watts on an experimental basis but seeks to have the assignment made permanent.

Raisin-BRAN
Toasted

Personal appearance of a product or

showmanship at WSM

● WHO EVER HEARD of a radio station ringing 50,000 door bells to distribute samples of a product they advertised?

Yet WSM has done it! For example, the week before Skinner's Raisin Bran Program went on the air, WSM field men distributed, in person, 50,000 sample packages to 50,000 homes in practically the whole WSM market.

IT'S MERCHANDISING SHOWMANSHIP like this, added to the power of 50,000 watts, that makes a WSM campaign click from the start.

National Representatives
EDWARD PETRY & CO., INC.

WSM

50,000 WATTS

SHOWMANSHIP AND POWER

NASHVILLE, TENNESSEE

***Owned and Operated by* The National Life and Accident Insurance Company, Inc.**

KMBChief Executive
Arthur B. Church

DRAMA: One Life Saved;

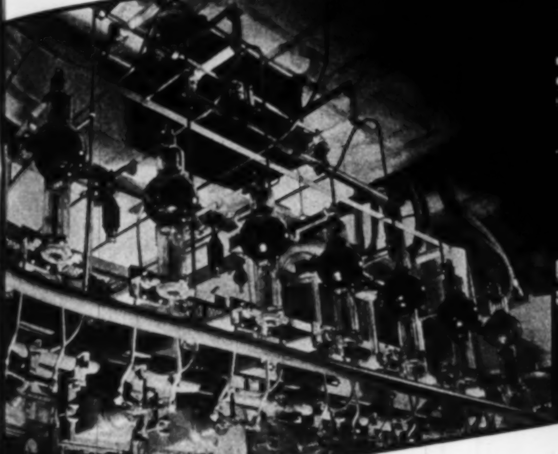
A "first" in showmanship; split-second scoops; radio leadership vitalizes sales in Middle West!

Scoring showmanship, KMBC set up mobile trailer studios at Kansas City Auto Show; broadcast a meal cooking.

Saving a life in a mine disaster is all in a day's work when Special Events men cover a big story for KMBC.

Pacing time's swift flight with deadly accuracy, KMBC's alert news department consistently "clicks"; airs news as news is made.

Sweet charity's good neighbor KMBC—a radio station become a li ing force in every worthy communi activity.



Sponsor's boon—Rectifier assembly, including porcelain isolation coil—a part of KMBC's high fidelity 5 kw. unit. In rear, power transformer 5 kw. supply.

"Sweet Layout"—One of the most efficient transmitters in the Middle West, from the advertiser's standpoint, providing maximum uninterrupted transmission with highest fidelity.

Pioneering with the fi vertical antenna in the Mi dle West, KMBC installs la est technical equipment it becomes available.

RADIORACLE:

Our story in pictures leaves this untold — the advent of new sales achievements begins when news of product or service is aired on KMBC. Alert, fast-thinking people, progressive program, sales, publicity, and merchandising ideas, and the most modern technical equipment available . . . join forces to turn prophecies into profits. . . . . National Representatives, Free and Peters, Inc.

KMBC OF KANSAS CITY

Illegal Use of XERA by "Dry" Group Charged in Complaint Filed With FCC

A CHARGE that organized "drys" in this country are illegally using XERA, Villa Acuna, Mexico, operated by Dr. John R. Brinkley, as a propaganda medium, was made Jan. 6 in a complaint filed with the FCC by C. D. Cecil, secretary of the National Institute of Manufacturers and Distributors Inc., Washington, an organization of industrialists opposed to prohibition.

The complaint asked an investigation of an announcement by Miss Ethel Hubler, editor and publisher of *The National Voice*, Los Angeles, of dry broadcasts from Del Rio, Tex., by means of XERA, across the border, and alleged that some 60 other stations in 30 states also were used for the broadcast.

Pointing out that XERA is operated by Dr. Brinkley, whose station in Milford, Kan., was deleted six years ago by the former Radio Commission, the complaint stated that use of the station by Miss Hubler's organization indicated a violation of the radio laws. It stated that XERA is located on foreign soil and that the Communications Act specifically prohibits transmission of programs from the United States to foreign stations which can be heard in the United States.

Inquiry Under Way

THE COMPLAINT was referred by the FCC to the Broadcast Division for study and report. It follows in full text:

We call the attention of your honorable Commission to the following announcement in *The National Voice*, issue for Thursday, Dec. 24, 1936, edited and published by Miss Ethel Hubler, and entered as second class matter at the postoffice at Los Angeles, Cal.:

"Sam Morris' Voice of Temperance and Ethel Hubler's National Voice merged forces this week for a mighty nationwide crusade against the liquor traffic.

"Three times each night, the Voice of Temperance-National Voice radio broadcasts will be heard in every state in the nation over the facilities of XERA (840 kilocycles) 350,000-watt radio station at Del Rio, Texas, beginning Jan. 1."

This announcement would indicate a violation of the Federal "Communications Act of 1934", (Public Law No. 416). The radio broadcasting station named, XERA, is located on foreign soil, at Villa Acuna, Mexico, and the Communications Act of 1934 specifically prohibits transmission of programs from the United States to foreign stations which can be heard in the United States.

Further, this announcement by *The National Voice* suggests that this foreign station, XERA, one of the so-called "bootleg" broadcasting stations along the Rio Grande, which seriously interfere with the operation of stations in the United States licensed by your Commission, has been made an integral part of a broadcasting chain in this country which includes 60 stations in 30 states.

The aforementioned announcement in *The National Voice*, issue for Dec. 24, 1936, states:

"Presenting a solid phalanx against the combined forces of the booze trade, Sam Morris and Ethel Hubler will boom the dry facts into hundreds of thousands of homes through the facilities of one of the most powerful stations on the North American continent and over approximately 60 other stations in 30 different states."

The records of your Commission will show, we are informed, that Station XERA, located at Villa Acuna, Mexico, across the border from Del Rio, Texas, is operated by "Dr." John R. Brinkley, whose station, KFBB, at Milford, Kan., was closed by the Federal Radio Commission about six years ago, following a public hearing, as "inimical to public health and welfare" because the nature of the programs conflicted with the United States law that prohibits the broadcasting of "profane, obscene or indecent" utterances. This action by the Federal Radio Commission was upheld by the United States Court of Appeals for the District of Columbia in a momentous decision which quoted the Biblical injunction: "By their fruits ye shall know them."

We respectfully ask that your Commission investigate this alleged broadcasting from Del Rio, Texas, through a station located in Mexico in violation of Section 325, Subsection (b), Title III—Special Provisions Relating to Radio—of the Communications Act of 1934.

June in January

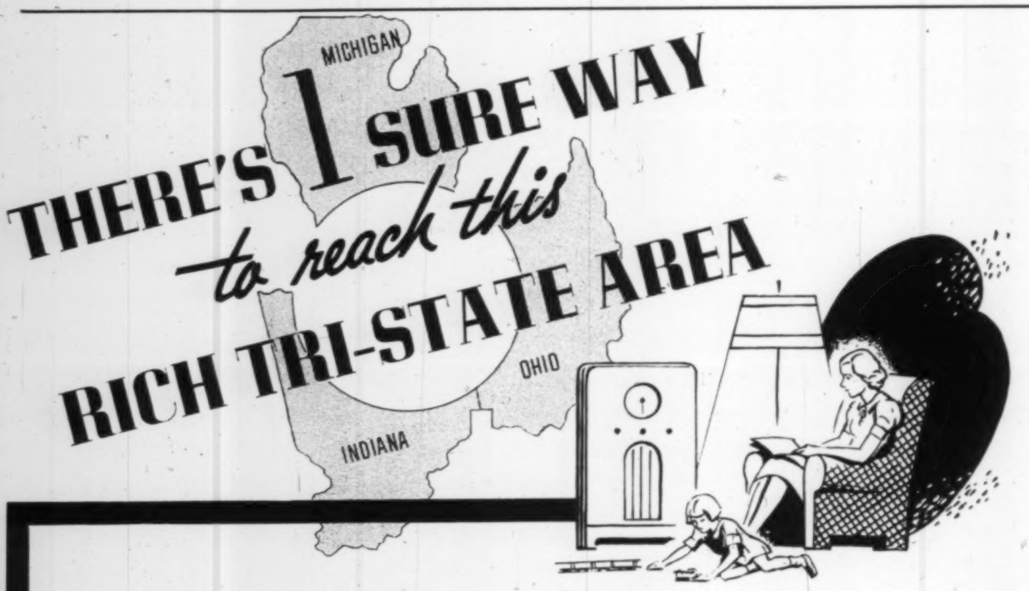
STRUCK by lightning in midwinter with the temperature hovering around zero—that's the latest claim for fame of KANS, new Wichita, Kan. local. It happened Jan. 7, when an electrical storm struck with full fury, scoring a direct hit on the KANS antenna and took out equipment to the tune of about $200, according to Herb Hollister, manager.

Federal Education Group Discusses Radio Activity

AN INFORMAL conference for the discussion of various phases of the work of the Federal Radio Education Committee, created under the auspices of the FCC to coordinate educational radio activities, was held at the FCC Jan. 8.

Among those who attended were Broadcast Division Chairman Sykes, who presided; FCC Chairman Prall; Broadcast Division Vice-Chairman Case; Dr. John W. Studebaker, U. S. Commissioner of Education; President Lenox R. Lohr and Vice-Presidents F. M. Russell and John F. Royal, of NBC; President William S. Paley, Vice-President Harry C. Butcher and assistant to the president Frederic A. Willis, of CBS; James W. Baldwin, NAB managing director; Dr. Levering Tyson, secretary, National Advisory Council on Radio in Education; C. F. Klinefelter, assistant to Dr. Studebaker, and several representatives of the Rockefeller and Carnegie Foundations who have evinced an interest in endowing educational radio projects.

BETHLEHEM STEEL Co., Bethlehem, Pa., has entered the broadcast antenna field and is now erecting a vertical radiator for KHQ, Spokane.



WOWO is the ONLY cleared channel station within 150 miles of Fort Wayne. There are 424,800 radio homes in its primary coverage area.

WOWO is in the middle of 168,000 *farm homes* that tune daily to the programs broadcast especially for the farm listeners.

WOWO has an audience whose buying power is far above the national average. Solid, substantial, Middle-Westerners with money to spend. And they spend it.

WOWO will cover for you one of the richest markets in the country; completely, economically, profitably.

We have definite program ideas we believe you will like. Will you write?

WOWO *the* HOOSIER STATION

WESTINGHOUSE RADIO STATIONS, INC. FORT WAYNE, IND.
10,000 WATTS CBS 1,160 KC.
E. KATZ SPECIAL ADVERTISING AGENCY

KSTP SCORES AGAIN!

GRAND HOTEL

JACK BENNY

SHELL CHATEAU

FIRESTONE

BING CROSBY

MANHATTAN MERRY-GO-ROUND

VOICE OF EXPERIENCE

SHOW BOAT

TOWN HALL TONIGHT

LEO REISMAN'S ORCH

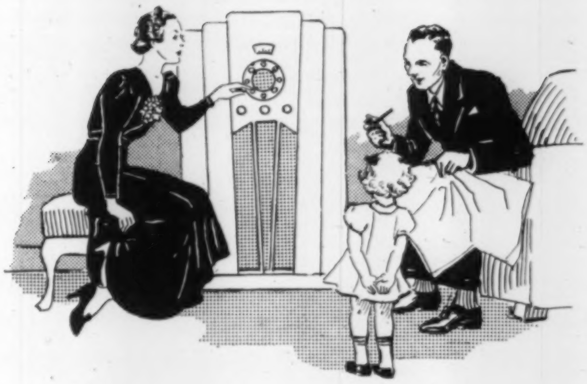
HOUR OF CHARM

MA PERKINS

RUDY VALLEE

CITIES SERVICE CONCERT

VIC & SADE



FIRST It was the New Transmitter with greatly increased coverage in the 8th Retail Market of the United States . . . the trading area of Minnesota where 81.2 cents of every retail dollar are spent.

THEN It was Lifelike Reception at all times, under any and all weather conditions . . . an exclusive KSTP accomplishment providing a fidelity of tone and faithful reproduction heretofore thought impossible.

AND NOW It's the acquisition of the entire N. B. C. basic Red Network . . . the major network of the United States.

We have added seventeen additional hours of the finest programs in America to our weekly schedules. That means more entertainment for more families throughout the Great Northwest. More entertainment means more listeners and more listeners means lowest cost per listener and the greatest value per radio dollar.

THAT'S WHY KSTP continues with a greater lead than ever before over the second station . . . and continues to be the Best Buy for you and your clients.

KSTP

NORTHWEST'S LEADING RADIO STATION

MINNEAPOLIS **SAINT PAUL**

25,000 WATTS

For Rates and Schedules, Address: Ray C. Jenkins, General Sales Manager, KSTP, MINNEAPOLIS—ST. PAUL MINNESOTA, or our NATIONAL REPRESENTATIVES: In New York, Chicago, Detroit, and San Francisco—Paul H. Raymer Company.

MARION TALLEY

IRVIN S. COBB

LADY ESTHER SERENADE

AMERICAN ALBUM OF FAMILI

SNOW VILLAGE

HIT PARADE AND SWEEPSTAKES

GENERAL MOTORS

THE O'NEILLS

ONE MAN'S FAMILY

FIRST NIGHTER

FRED ASTAIRE

FIBBER McGEE & MOLLY

CHASE & SANBORN

UNCLE EZRA

We Like To Announce

NATIONAL spot business increased in 1936 over 1935 an average of 147% on all the stations represented by us during those years.

We like to announce such figures. Remarkable as they are we want you to know there are some remarkable things being done in the field of national representation. We believe we have learned a few of the essential secrets.

ce Such Figures . . . . .

KWK	St. Louis	NBC
KSTP	Minneapolis-St. Paul	NBC
WSYR	Syracuse	NBC
WHEC	Rochester	CBS
WRVA	Richmond	NBC
WPRO	Providence	CBS
WJAS	Pittsburgh	CBS
WLAC	Nashville	CBS
WDOD	Chattanooga	CBS
WREC	Memphis	CBS
WBRC	Birmingham	CBS
WTOC	Savannah	CBS
WSBT	South Bend	CBS
WMBR	Jacksonville	CBS

PAUL H. RAYMER COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK
366 Madison Ave.
Murray Hill 2-8690

CHICAGO
Tribune Tower
Superior 4473

DETROIT
General Motors Bldg.
Trinity 2-8060

SAN FRANCISCO
Russ Building
Douglas 1294

CBS Headline Series

BOB TROUT, CBS public events announcer, on Jan. 17 makes his debut as a new type of radio commentator in a weekly series *Headlines and History* to be heard over CBS on Sundays, 1:45-2 p. m., through cooperation of the American Historical Association. On the first program he will discuss the Roosevelt inauguration and trace development of the ceremony through history. Each week he will comment on an important news event and link it with the past.

Kindy Optical Discs

KINDY OPTICAL Co., Minneapolis, operating chain optical shops in some 25 midwestern cities, early in January started to produce a series of 26 five-minute transcriptions for placement on stations in its territory. Under the caption *The Eyes of the World*, the production and transcribing is being done in Hollywood by Radioaids Inc. The deal was handled direct.

His Own Proxy

ALFRED W. McCANN Jr., food commentator on WOR, Newark, transcribed enough programs in advance to get time for a Bermuda honeymoon. He was married recently to Miss Dora Catherine Gallagher, Brooklyn. His voice was being heard on WOR via disc during the wedding ceremony. He broadcasts 10-11 a. m., several days a week.

TO EXPERIMENT with synchronous operation with WBAL on the 1060 kc. clear channel, the FCC Broadcast Division Jan. 5 granted McNary & Chambers, consulting engineers, authority to operate a new experimental station at College Park, Md., a suburb of Washington, on that channel with 100 watts from 12 midnight to 6 a. m. The plan is to experiment with a synchronized "booster" station on WBAL's channel, without the use of wire lines.

WELCOME—Tom Breneman, master-of-ceremonies of the newly-established *CBS Western Home Program*, daily afternoon Pacific network participating program, is welcomed to the new western Columbia organization by Philip G. Lasky, manager of KSFO in San Francisco. Breneman came to CBS from KFRC in that city where he was manager, when KSFO assumed the role of Columbia's northern California's key station on Dec. 29. Breneman also produces and participates in the five weekly quarter-hour *Good Afternoon Neighbor* program sponsored by Durkee Famous Foods Inc. (mayonnaise).

Mutual Network Billings Totaled $1,987,572 for Year, a Gain of 53.7%

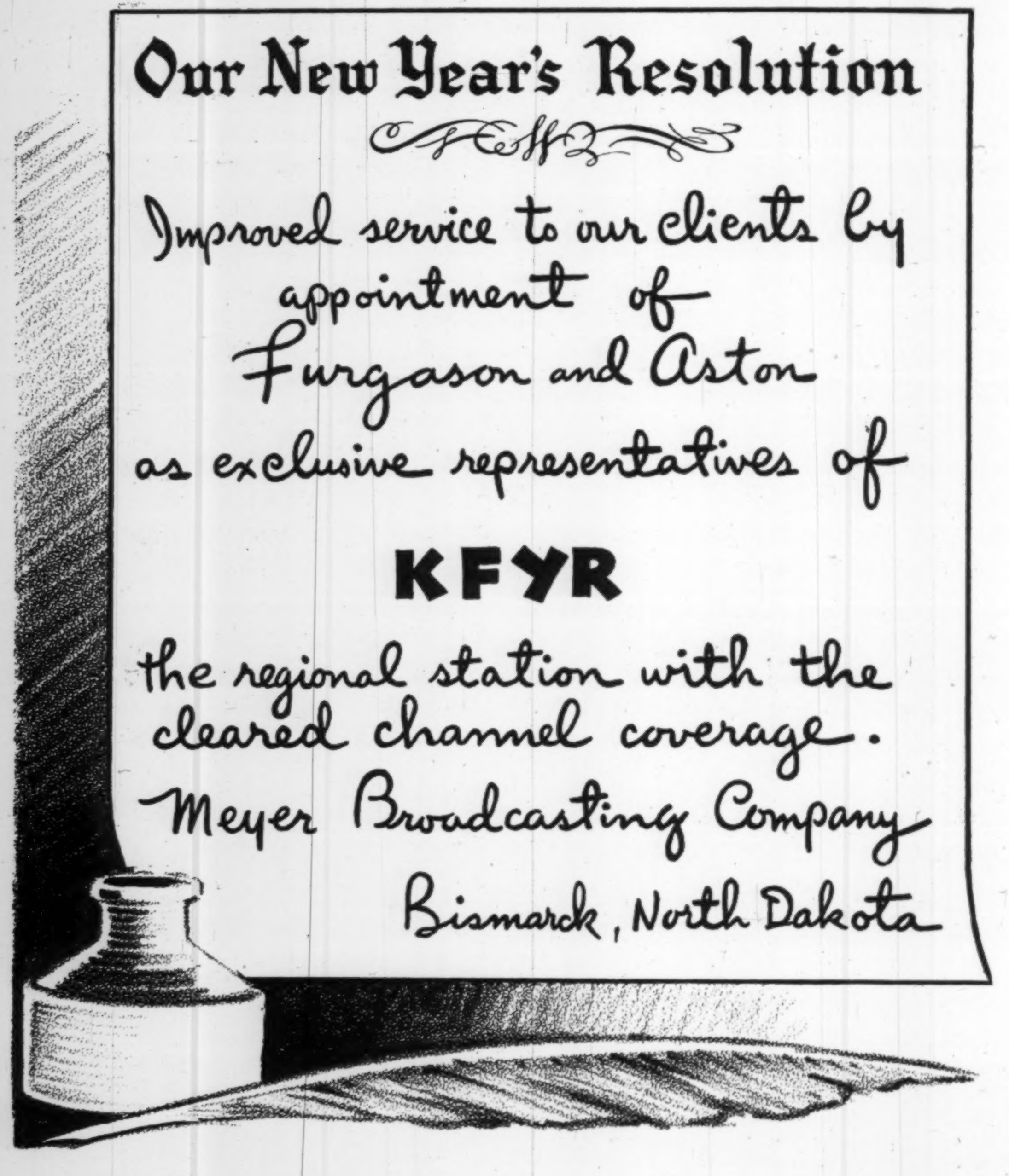
WITH December billings amounting to $193,496, Mutual Broadcasting System reported Jan. 7 that its total cumulative billings for 1936 were $1,987,572 as compared with $1,293,102 during 1935, a gain of 53.7%. The December billings, $150,153 representing the four basic MBS stations and $43,343 its supplements, ran 10.4% over December of 1935.

Mutual's 1936 sponsors were the following.

Acme White Lead & Color Works, Chicago (Lin-X, Furn-X)
Axton-Fisher Tobacco Co., Louisville (Spud Cigarettes)
Sterling Products Inc., Wheeling, W. Va. (Cal-Aspirin)
Crown Overall, Cincinnati (Crown Overalls)
Crusaders, New York (Current Event Talks)
Fels & Co., Philadelphia (Fels Naptha Soap)
General Mills Inc., Minneapolis (Gold Medal Flour)
Gordon Baking Co., Detroit (Silvercup Bread)
Gruen Watch Co., Cincinnati (Gruen Watches)
Health Products Corp., Newark (Feenamint)
Household Finance Corp., Chicago (Small Loans)
La Fendrich Cigar Co., Evansville (Denby Cigars)
Lehn & Fink Inc., New York (Hinds Honey & Almond Cream)
Lutheran Layman's League, St. Louis
Mennen Co., Newark, N. J. (Shaving Cream and Other Products)
Modern Foods, Chicago
Murine Co., Chicago (Murine)
Pinaud Inc., New York (Toilet Articles)
Crazy Water Hotel Co., Mineral Wells, Texas (Hotel, Crazy Water Fizz)
Cudahy Packing Co., Chicago (Old Dutch Cleanser)
Estate Stove Co., Hamilton, O. (Estate Stoves)
Fresh Milk Industry, Chicago (Milk & Its Products)
Grove Laboratories Inc., St. Louis (Bromo Quinine)
Bigelow-Sanford Carpet Co., N. Y. (Rugs & Carpets)
Kosmet Laboratories, New York (Beauty Preparations)
Numismatic Co., Fort Worth (Dealers in Coins)
Mantle Lamp Co. of America, Chicago (Aladdin Lamps)
Pure Milk Cheese Co., Chicago (Gold-N-Rich Cheese)
Piso Co., Warren, Pa. (Piso Cough Syrup)
Purity Bakeries, Chicago (Tastee Bread)
SSS Company, Atlanta (SSS Tonic)
Continental Baking Corp., New York (Wonder Bread)
United Whelan Drug Stores, Delaware Corp., New York (Drug Stores and allied products)
United Cigar Stores Delaware Corp., New York (Cigar Stores and all products)
Wander Co., Chicago (Ovaltine)
Wasey Products Co., New York (Dr. Edwards Olive Tablets)
Lady Esther Co., Evanston, Ill. (Face Powder & Cream)
R. H. Macy & Co. Inc., New York (Co-operative Dept. Store Program)
Islame Co., Hoboken, N. J. (Nail Polish, Etc.)
Armin-Varady, Chicago (Armin-Varady Cosmetics)
Isola Lithograph Co., New York (Lithography)
H. C. Brill Co., Newark (E-Z Freeze Ice Cream Powder)
Dryden & Palmer, Long Island City (Gravy Master)
E. R. Squibb & Son, New York (Toothpowder)
Macfadden Publications Inc., New York (True Detective Mysteries)
Macfadden Publications Inc., New York (Liberty Magazine)

Alka-Seltzer in West

ALKA-SELTZER'S *Newspaper of the Air*, for many years a 9 p. m. daily feature on KNX, Hollywood, on Dec. 31 changed to KHJ for the same spot with Fred Shields and Glen Hardy continuing as commentators. The quarter-hour of news is sponsored by the Dr. Miles California Co. Inc., through Associated Advertising Agency, Los Angeles. Eight stations of the Don Lee network carry the program.


Our New Year's Resolution

Improved service to our clients by appointment of Furgason and Aston as exclusive representatives of

KFYR

the regional station with the cleared channel coverage.

Meyer Broadcasting Company
Bismarck, North Dakota

XUM

POWERED FOR A RECORD RUN

All the signs point to a clear road and increasing speed for business in the Pittsburgh market—the Tri-State area. First in the field, KDKA maintains first place as a sales force in a market clamoring for goods. It covers the ground and gets returns. Let KDKA put its steam behind your campaign.

KDKA

50,000 WATTS

NBC Blue Network

PITTSBURGH

Completely programmed by NBC

XUM

KROY Going on Air

THE new KROY, Sacramento, Cal., recently authorized by the FCC, will go on the air on or about Jan. 20, according to Royal Miller, licensee. Its manager will be E. E. Wolfle, formerly with KXA, Seattle, who will also be chief engineer. The remainder of the staff has not yet been selected. Transmitter and speech input equipment are of Western Electric manufacture, with vertical radiator installed by Blaw-Knox. The station will operate with 100 watts on 1210 kc.

A SUIT for $25,000 and an injunction was filed Jan. 8 in Federal court in New York by Time Inc., publisher of Time and Fortune and producer of the movie *March of Time*, against "The Voice of Time," 1 Park Place, New York, charging trade-mark infringement and unfair trade practices. The magazine concern charges the defendant with seeking to trade on its reputation in distributing recordings of speeches by famous persons.

1935 Salaries Are Made Public

(*Continued from page 13*)

Peck Adv. Agency—Perry Peck, $20,413; Harry Krawitz, $25,288.

Pedlar & Ryan Inc.—Thomas L. L. Ryan, $25,520; Lawrence L. Shenfield, $25,520; Arthur Cobb Jr., $18,375; John De-Vries, $15,312.

Redfield-Johnstone Inc.—E. F. Johnstone, $33,679.

Reincke-Ellis-Younggreen & Finn Inc., Chicago — Arno B. Reincke, $25,000; Wallace Meyer, $19,800; Joseph H. Finn, $30,864; A. L. Salisbury, $22,611.

Ruthrauff & Ryan Inc.—W. B. Ruthrauff, $40,000; F. B. Ryan, $40,000; P. E. Watson, $30,127; C. J. McCarthy, $38,032; R. F. Sullivan, $25,000; D. J. Grady, $30,000; W. T. Littell, $18,357; A. Craig Smith, $30,816; George D'Utassy, $22,261; Myron Kirk, 17,000; E. J. Travers, $17,499.

Small, Kleppner & Seiffer Inc. — Otto Kleppner, $19,500; Albert Seiffer, $19,500; Marvin Small, $19,500.

Smith & Drum Inc., Los Angeles — A. Carman Smith, $18,500; A. R. Pearson, $27,874.

Street & Finney Inc. — Robert Finney, $23,103.

Chas. R. Stuart Inc., San Francisco — Chas. R. Stuart, $19,800.

J. Walter Thompson Co.—Lloyd W. Baillie, $37,000; R. Lynn Baker, $19,480; Isabelle B. Barmore, $15,625; Milton J. Blair, $32,800; Earle Clark, $28,625; Robert T. Colwell, $18,875; Daniel Danker Jr., $22,500; William L. Day, $38,500; Elizabeth Devree, $16,237; Margaret King Eddy, $16,225; Lew A. Greene, $20,750; Thomas L. Greer, $17,760; J. Mark Hale, $15,874; Walter R. Hine, $26,000; Kenneth W. Hinks, $18,125; W. Stanley Hot, $17,137; Thayer Jaccaci, $17,500; Gilbert Kinney, $31,500; Marvin S. Knight, $25,000; Howard Kohl, $29,550; Henry Legler, $27,067; Willard F. Lochridge, $30,000; William C. McKeehan, Jr., $19,175; Samuel W. Meek Jr., $37,175; William G. Palmer, $38,500; John U. Reber, $33,900; Helen Resor, $27,900; Stanley Resor, $90,000; William Resor, $18,000; Philip Richardson, $17,000; S. Hunter Richey, $53,000; O'Neill Ryan Jr., $19,999; Rae H. Smith, $16,637; Henry T. Stanton, $55,000; Henry Stevens, $18,475; Eleanor Taylor, $15,625; Ruth F. Waldo, $22,975; John B. Watson, $37,500; Elwood Whitney, $27,500; Merton V. Wieland, $24,999; James D. Woolff, $32,800.

Thompson-Koch Co., Cincinnati — Albert Baumgartner, $15,600; William S. Groom, $48,000; Lois Ardery, $16,200; W. R. Durgin, $30,000.

Topping & Lloyd Inc. — Lawrence M. Lloyd, $32,708; Charles F. Pietsch, $16,999.

Tracy-Locke-Dawson Inc., Dallas—Joe M. Dawson, $16,500; Shelley E. Tracy, $19,500.

Van Sant, Dugdale & Co. Inc., Baltimore —Horace K. Dugdale, $15,230.

Young & Rubicam Inc. — Samuel Cherr, $21,065; Clarence Eldridge, $19,000; Bert Vaughn Flannery, $18,120; Sigurd S. Larmon, $19,208; Chester LaRoche, $36,500; Donald Payne, $15,450; Raymond Rubicam, $50,000; Charles L. Whittier, $21,000.

Radio Manufacturers, Etc.

Radio Corp. of America—James G. Harbord, $54,000; David Sarnoff, $75,000; Otto S. Schairer, $25,000; Manton Davis, $23,541; George S. DeSousa, $17,000; Frank W. Wozencraft, $18,833.

Philco Radio & Television Co., Philadelphia—L. E. Gubb, $69,331; S. M. Ramsdell, $50,173; John Ballantyne, $21,581; Howard McDaniel, $19,640; Charles McWhorter, $22,347; C. S. Bettinger, $25,111; L. M. Kelly, $25,255; Peter Kann, $29,549; T. A. Kennally, $47,834; George Norton, $21,836; E. A. Carney, $24,343; E. W. Shepherd, $17,015; J. H. Carmine, $33,680; D. J. McKillip, $33,650; W. A. Allison, $33,650; R. J. White, $19,817; Harry Boyd Brown, $15,218; C. E. Carpenter, $25,008; Robert Herr, $17,986; W. H. Grimditch, $56,475; L. J. Pearson, $38,075; David Grimes, $17,100; J. H. Pressley, $17,100.

Westinghouse Electric & Manufacturing Co., Pittsburgh—A. W. Robertson, $91,000; F. A. Merrick, $68,395; Arthur E. Allen, $44.390; W. K. Dunlap, $21,307; John J. Jackson, $17,756; Ralph Kelly, $22,195; S. M. Kintner, $26,634; L. W. Lyons, $15,774; William G. Marshall, $22,195; W. R. Marshall, $15,536; R. B. Mildon, $22,195; S. L. Nicholson, 17,290; L. A. Osborn, $15,400; T. J. Pace, $15,980; Seybold Roscoe, $22,195; Harold Smith, $24,414; C. E. Stephens, $22,195; N. G. Symonds, $26,634; J. S. Tritle, $30,894.

Crosley Radio Corp., Cincinnati — Powel Crosley Jr., $18,000.

Graybar Electric Co. — F. A. Ketcham, $31,080; G. E. Cullinan, $29,148; W. P. Hoagland, $19,653; E. A. Hawkins, $16,434.

Electrical Research Products Inc.—J. E. Otterson, $19,757.

General Electric Co. — Owen D. Young, $96,000; Gerard Swope, $96,000.

RCA Communications Inc.—W. A. Winterbottom, $22,500; C. H. Taylor, $18,000.

Radiomarine Corp. of America—Charles J. Pannill, $20,000.

Miscellaneous

American Telephone and Telegraph Co.—Walter S. Gifford, $209,850.

American Tobacco Co.—George Washington Hill, $212,199.

Bulova Watch Co.—Arde Bulova, $35,000.

Edmar Enterprises Inc.—Edward J. Bowes, $135,642; Tyro Productions, Edward J. Bowes, $114,357.

Himber Orchestra Units Corp. — Richard Himber, $25,000.

Phillips H. Lord Inc.—Phillips H. Lord, $18,100.

Music Corp. of America—Jules C. Stein, $50,000; William H. Stein, $18,000; William R. Goodheart Jr., $30,000; Charles Miler, $22,000; Taft B. Schreiber, $20,000; Maurie B. Lipsey, $25,000.

Music Publishers Holding Corp.—Al Dubin, $21,781; Harry Warren, $22,971; E. H. Morris, $15,600.

Morris Theatrical Agency—Morris S. Silver, $17,200.

Edward Petry & Co.—Edward Petry, $37,083; Henry I. Christal, $33,333; Edward E. Voynow, $33,333.

Radio Quality Group Service Inc.—Sedley Brown, $16,924; Don Carney, $23,096; Mary McBride, $19,436.

Robbins Music Corp. — J. J. Robbins, $21,360.

Ross Federal Service — Harry A. Ross, $37,500.

Rubinoff Orchestras Inc.—Dave Rubinoff, $30,000.

Daniel Starch & Staff — Charles Wolcott, $15,137.

J. Walter Thompson Co. (payments to radio artists on behalf of clients)—Robert Armbruster, $48,443; Cornelia Otis Skinner, $16,250; Floyd Gibbons, $26,000; Nils T. Granlund, $26,000; Lou Holtz, $30,000; Tom Howard, $36,750; Ozzie Nelson, $33,800; Irving Prager, $51,871; Sigmund Romberg, $65.905; Harry Salter, $18,743; Deems Taylor, $15,550; Rudy Vallee, $166,348; Maurice Van Praag, $18,089; Paul Whiteman, $242,372; Walter Winchell, $77,500; Wilfred Pelletier, $15,450; Wallace Beery, $44,861; Al Jolson, $78,200; Georgie Stoll, $34,376; Joe Penner, $69,500; Victor Young, $58,701.

WGN Inc., Chicago (payments to artists) —Isabel Carothers, $27,400; Helen King Mitchell, $27,400; Louis Starkey Mead, $27,400.

Warner Bros. Co.—Herman Starr, $53,000.

Western Broadcast Co., Los Angeles (KNX talent payments)—Edward Holden, $19,500; Reginald Sharland, $19,500.

Wired Radio Inc. — Waddill Catchings, $40,000; H. D. H. Connick, $17,518.

World Broadcasting System — Percy L. Deutsch, $15,416.

WXYZ
DETROIT
PRESENTS
Joan Vitez
IN THE ROLE OF
"ANN WORTH, Housewife"

Much of the popularity of WXYZ's early morning drama "Ann Worth, Housewife" can be attributed to the exceptionally convincing manner in which Miss Vitez portrays the leading character role. This sponsored WXYZ show was specially planned to break down the barriers that make direct to home selling very difficult in Detroit's highly competitive market. It is now in its second year of sponsorship by a door-to-door bakery organization—and is enjoying typical King-Trendle success!

WXYZ

WHEN WOMEN LISTEN . . . THEY BUY!!

WXYZ advertising is unusually productive because morning and afternoon hours are packed with talent that has—in the last 5 years—built a vast audience of women daytime listeners. WXYZ dominates a 40 mile area which has for its center Detroit's rich, metropolitan market. Insure the successful sale of *your* product within this charmed circle. An economical WXYZ daytime show will do it. For WHEN WOMEN LISTEN—THEY BUY!

N. B. C. Blue Network DETROIT

KING-TRENDLE BROADCASTING CORP.
300 Madison Theater Building . . . Detroit

Eastern Office:
550 Chanin Building
New York, New York

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Western Office:
Russ Building
San Francisco, Cal.

Who'll Give the Little Girl

A GREAT BIG HAND?

Sure she's cute. Expensive, too. But how many listeners are dialing her into their homes as she takes to the air over one outlet of a national hookup in Greater New York? Will you, like the more than 16 national advertisers now using WOR to supplement their network shows, have hit, or be prepared to hit, that added portion of the wealthiest market on earth which WOR's intensive coverage offers you? You can wager that the national advertisers now using WOR as a supplemental medium are doing so for something other than the kick they get out of it. They *know* that a station which reaches 17% of the nation's total radio homes, in an area where more than 6 billion dollars in retail business is transacted each year, must be considered with more than a lifting of the left eyebrow.

WOR

STATION KRRV COVERS
Completely The RICH Red River Valley

MODERN STUDIOS in DENISON and SHERMAN, TEXAS

1310 KC., R.C.A. HIGH FIDELITY TRANSCRIPTION FACILITIES

SULPHUR
TISHOMINGO
ATOKA
ARDMORE
MADILL
DURANT
HUGO
MARIETTA
RED RIVER
DENISON
SHERMAN
WHITESBORO
GAINESVILLE
BELLS
PARIS
BONHAM
VAN ALSTYNE
WHITEWRIGHT
COOPER
DENTON
McKINNEY
GREENVILLE
←SCALE-50 MILES→

180 MILES from OKLA. CITY

210 MILES South of TULSA

$14,547,000 MORE in THIS 70-MILE RADIUS

Annual per capita retail sales 25% HIGHER than U. S. average in Texas-Oklahoma Red River Valley, because of Diversity of Soils, Crops and Minerals, and its wide Diversity of Manufacturing, especially Flour, Feeds, Garments, Cotton Cloths, Machinery, Food Products and all essential industries. *Write or Wire for Detailed Information.*

SHERMAN TEXAS STATION KRRV DENISON TEXAS

WOKO

BASIC

CBS OUTLET

ALBANY, N. Y.

◆

A Trial Will Convince You Of Its Popularity

CLERGY'S CRISCO
P & G Spot Inspires Talk By Bishop on WGAR

AN educational program, *The Cultural Institute of the Air*, on WGAR, Cleveland, was preceded by a transcribed announcement for Crisco. The studio was filled with a Parent-Teachers' chorus. At the "mike" sat Bishop Warren Lincoln Rogers, Bishop of the Episcopal Diocese of Ohio.

Just before the program started the transciption announcer gave his sales message. Then after the formal opening of the air show, Bishop Rogers was introduced. Said the Bishop:

"Members of the Parent-Teachers' Association, friends. You have just heard the lusty-lunged gentleman tell you of Crisco's merits. During my years of radio listening I have learned to believe those gentlemen. If what the announcer said about Crisco is true—and I have every reason to believe that it is — I stand foursquare for Crisco.

"Why—you ask—does a man of the cloth mention a commercial product? I'm for Crisco because the man said it makes better food. Better food from the kitchen means in most cases a happier family circle at the dining table. A happier circle at the family table means good humor — and that in turn means tolerance. Our topic this evening is for greater tolerance and understanding. Therefore, let's try Crisco for a more tolerant nation and world."

At this point he went into his talk about "The End of War, and Cultural Beauty".

New Pontiac Auto Series Will Start on NBC-Red

PONTIAC MOTOR Co., Pontiac, Mich. on Jan. 22 will start a 13-week series on 72 NBC-Red network stations, Fridays, 10:30-11 p. m. The programs will originate from campuses of leading universities. The first program will be broadcast from the University of Michigan, Ann Arbor, with John Held Jr., famous for his illustration of college youths, as master of ceremonies. Programs also will be heard from Ohio State, University of Chicago, Notre Dame, University of Pennsylvania and possibly Columbia, but no dates have been set.

Henry Souvaine Inc., New York, will produce the program for Pontiac's agency, MacManus, John & Adams Inc. A committee consisting of the editors of the school paper, faculty representatives, directors of band and glee club, and secretaries of the alumni association, will be formed at each school to select the school's best talent which in turn will be auditioned by members of Souvaine's radio production staff.

WMT-KRNT Bar Beer

BEER advertising will no longer be carried by Iowa Broadcasting System, operating WMT, Waterloo, and KRNT, Des Moines, conforming to policies of the affiliated *Des Moines Register & Tribune*, which rejects beer advertising. Seven beer sponsors in 1936 yielded considerable revenue to the stations. The last beer program was broadcast New Years Eve.

Wichita Falls, Tex., Cases Consolidated
Four Applications to Replace KGKO to Be Heard Feb. 10

WITH KGKO, Wichita Falls, Tex., scheduled to move into Fort Worth on or about March 1, to be operated there as an NBC-Blue network outlet under the ownership of Amon Carter, publisher of the *Fort Worth Star-Telegram* and operator of WBAP, a four-sided competition for a new station in Wichita Falls, has developed and will be the subject of a consolidated hearing before an FCC examiner Feb. 10.

The FCC, which last year authorized the removal of KDKO into Fort Worth, is expected to authorize the station's replacement since the community would otherwise be left without a local outlet. Because of the competitive applications, all backed by local interests, the Broadcast Division on Jan. 5 combined the four applications so they can be heard simultaneously.

The Four Applicants

Applicants for Wichita Falls facilities are:

Faith Broadcasting Co., seeking 1,000 watts full time on 1380 kc. One-third of stock is held each by Carlton Morrow, Wichita Falls attorney and oil operator; Henry S. Ford, chief owner of the Hotel Holt and of the Wichita Poster Advertising Co.; Dr. O. T. Kimbrough, local physician.

Wichita Broadcasting Co., seeking 1,000 watts day and 250 watts night on 620 kc. Heading this company is R. W. Macfarlane, Wichita Falls, with 33% of stock, and 10% stockholders each are Milton J. Gaines and Marion E. Gaines, local auto dealers; Sidney A. Gaines, power company executive; Glenn Spegall and Victor Noble; Post Publishing Co.

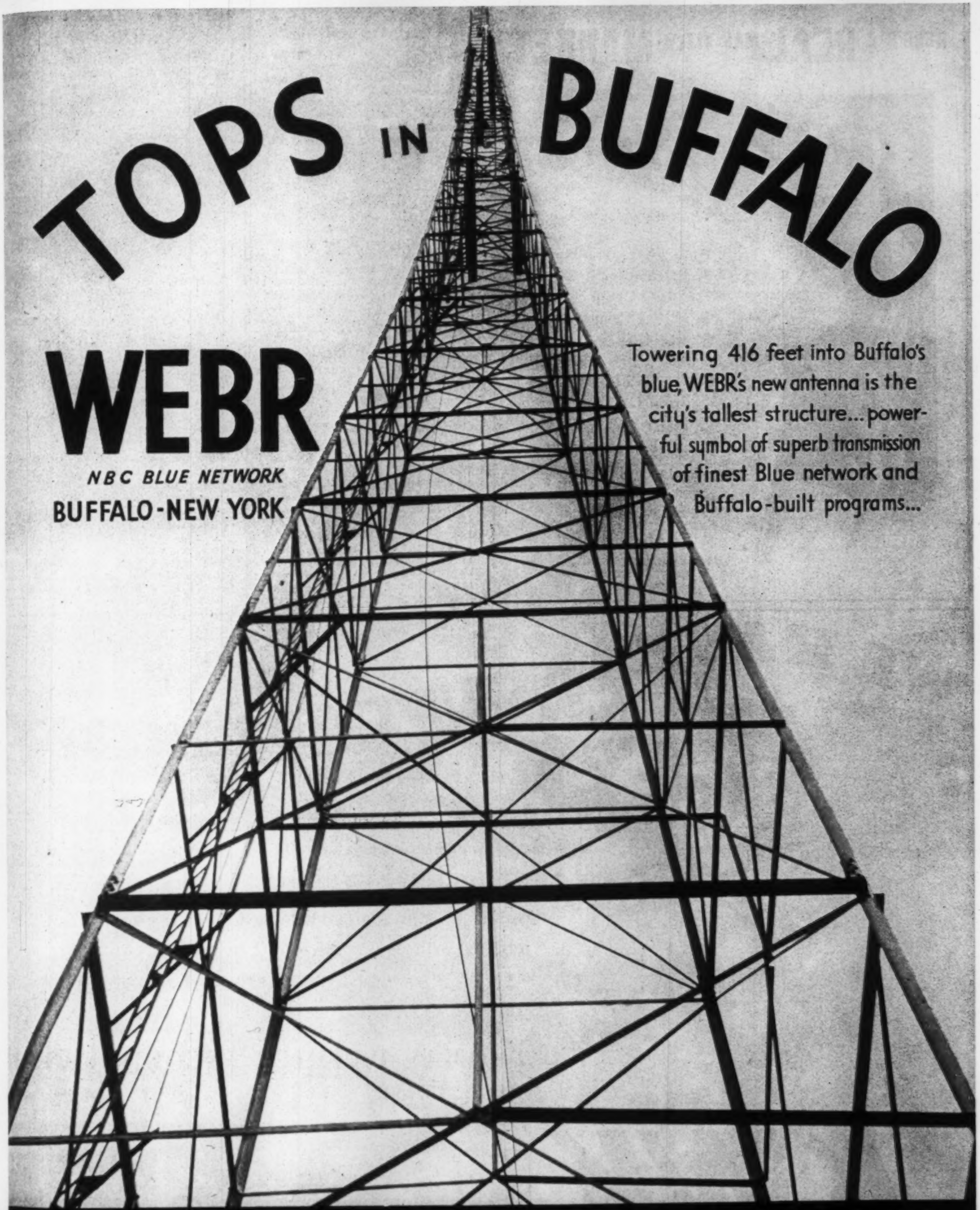
West Texas Broadcasting Co., seeking 1,000 watts full time on 1380 kc. Controlling stockholders are Rhea Howard, publisher; D. D. Donald, editor, and J. H. Allison, advertising manager, of Times Publishing Co., publishers of the *Wichita Times* and *Record-News*. Various other local figures are listed as minor stockholders.

KFPL, Dublin, Tex., 100-watter on 1310 kc., owned by C. C. Baxter, seeking authority to move into Wichita Falls.

When KGKO begins operating in Fort Worth, its manager, as now, will be D. W. Kahn, who will report to Harold Hough, director of WBAP and supervisor of the Amon Carter radio interests as well as circulation manager of the *Star-Telegram*. The station operates with 1,000 watts on 570 kc. It will become a basic Blue outlet, while the combined WFAA-WBAP goes basic Red. Until the plant is completed, it will continue operating in Wichita Falls, where it is a CBS outlet.

Molle Renews for Year

CUMMER PRODUCTS Co., Bedford, O. (Molle shaving cream, Energine) effective Jan. 5 renewed *Sidewalk Interviews* conducted by Wallace Butterworth and Parks Johnson for 52 weeks on NBC-Red network, Tuesdays, 9-9:30 p. m. With the new contract KOA, KDYL, and the NBC-Red Pacific Group have been added for a repeat broadcast at 11:15-11:30 p. m., the period being shortened due to inability to clear time. On Jan. 5, WCKY, Cincinnati, carried the interviews, but effective Jan. 12, WSAI, in the same city, became a permanent member of the Molle network, making 29 stations in all broadcasting the program. Stack-Goble Adv. Agency, Chicago, has the account.


TOPS IN BUFFALO
WEBR
NBC BLUE NETWORK
BUFFALO-NEW YORK

Towering 416 feet into Buffalo's blue, WEBR's new antenna is the city's tallest structure... powerful symbol of superb transmission of finest Blue network and Buffalo-built programs...

NATIONAL REPRESENTATIVES ★ ★ EDWARD PETRY & CO., INC.
NEW YORK ★ CHICAGO ★ DETROIT ★ SAN FRANCISCO

XUM

HERE'S A **REAL** MAN-SIZED **MARKET**

37 Kansas Counties in Primary Area of

KFH

Wichita, Kansas

- 593,870 Radio Listeners
- 152,300 Radio Homes
- $215,984,000 Retail Sales (1935)
- 11,454 Retail Stores
- 48.2% of Entire State Sales
- 41.7% of All State Retail Outlets.

YOU CAN COVER THIS MARKET WITH RADIO STATION

KFH

Wichita, Kansas

Affiliated with CBS

National Representatives EDWARD PETRY & CO.

Dead Air and Flash

WHEN the Spanish ship *Mar Cantabrico* sailed from Brooklyn Jan. 6 with a load of planes, the Press Radio teletype in the office of Paul White, CBS public events director, announced the fact. Mr. White called WJSV, Washington, and was put on the tie-line between WJSV and the remote equipment in the Capitol, set up for President Roosevelt's message to Congress, delivered a few minutes before. Trout was called to the phone and left the mike dead while he was given the news. He revised his broadcast of the neutrality bill, which was near the enactment stage.

New FCC Budget

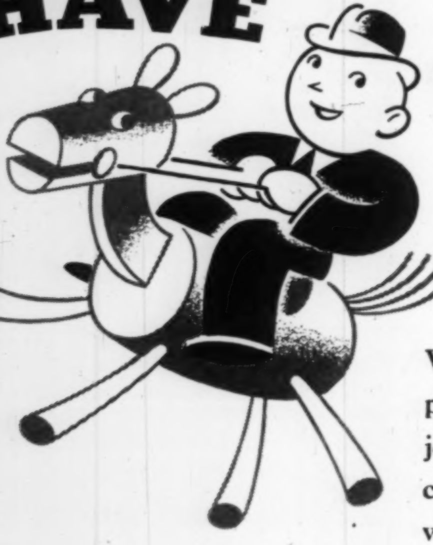
AN APPROPRIATION of $1,629,000 for the FCC for the 1938 fiscal year which begins next July 1 was recommended by President Roosevelt Jan. 9 in his budget message to Congress. The fund amounts to an actual reduction of $246,000 as compared with the current fiscal year, with a decrease of $400,000 due to expiration of the telephone investigation and offsetting increases of $100,000 in connection with radiotelegraphy provisions of the Convention on Safety of Life at Sea. A deficiency appropriation for continuance of the telephone investigation is anticipated.

COURT BROADCASTS INSPIRE DEFENSE

ARGUMENTS pro and con on the advisability of broadcasting court programs, trials and radio features of a legal nature, are continuing unabated in various sections, and within the last fortnight developed conflicting views in Ohio.

Chief Justice Carl Weygandt, of the Ohio Supreme Court, on Jan. 4 renewed a plea that no court permit its sessions to be interrupted "by broadcasting or by taking photographs or motion pictures". Speaking at the second annual meeting of the house delegates of the American Bar Association in Columbus, he asserted that broadcasting tended toward "public censure for indecorum" and has tended to "destroy respect for courts of law".

In Dayton Jan. 2 Judge Merritt J. Schlafman, of the municipal court, defended court broadcasts at the outset of the regular daily broadcast of proceedings over WHIO, Dayton. The station has been broadcasting daily from the courtroom since Feb. 11, 1935. He said he believed that the broadcasting of criminal court proceedings, which he regarded merely as an expansion of the confines of the courtroom, "has a most important and salutary effect as a deterrent to crime. In other words, if each and every citizen in this community knows that an infraction of the law might be publicly broadcast, he will think twice before violating that law."



WE HAVE JUST ONE HOBBY

We have just one hobby and, Boy, do we ride it. With most people a hobby is an added, outside interest other than their job, but with us our job is our hobby and our hobby is increasing your sales. And we can show you figures to prove we can do it, too.

THOMAS PATRICK INCORPORATED
HOTEL CHASE ST. LOUIS, MO.
REPRESENTATIVE PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

KWK

ROLL CALL

at B. B. C.

DRAMA

MUSIC

FEATURES

PERSONALITIES

BBC has long recognized the fact that its value to an advertiser is in direct proportion to its service to listeners. That is why this unique organization with its two full time stations maintains its own mobile short wave transmitter for instant coverage of special features. That is why BBC brings news to listeners every hour on the hour from nine in the morning until midnight.

THE ROLL CALL at BBC is enjoyable reading for advertisers who like success stories. It includes many features with proved listener response which are available for sponsorship. Before you overlook the rich Buffalo and Western New York market look over the roll at BBC. You'll find a sound, sensible suggestion for your campaign.

SHORT WAVE TRUCK

WGR *. . . The Ends of the Dial . . .* **WKBW**

Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free and Peters, Inc.

MORE
LAUNDRYMEN
COAST TO COAST
BUY
AND ENDORSE
LAUNDRY
RADIOAIDS
THAN ANY
OTHER
PROGRAM

Ask for Proof!
Wire or Write

"TIME IS MONEY"
Radioaids
REG. U. S. PAT. OFFICE INC.

1585 Cross-Roads
of the World
Hollywood, Calif.

also available

Loan Ice Cream
Used Car Furniture
Bread Jewelry
RADIOAIDS

Congress Gets Food & Drug Bill

(*Continued from page 17*)

Sets up special protection to consumers against drugs liable to deterioration; (16) Requires that claims of effect of drugs and devices must not be false or misleading in any particular. (The present law makes fraud, that is, wilful intent to deceive, an element of the offense; unwarranted therapeutic claims resulting from sheer ignorance of the manufacturer are not actionable.); (17) Defines "nonofficial" drugs as illegal if the standard of strength varies from the standard claimed. (The present law prescribes only those which fall below the standard claimed. Drugs which are too strong may be quite dangerous.); (18) Requires that antiseptics possess germicidal power; (19) Requires declaration on the label of the names of active ingredients of nonofficial drugs.

GENERAL: (20) Prohibits the use of poisonous containers for food, drugs, and cosmetics; (21) Requires that food, drugs, and cosmetics be prepared and handled under conditions of reasonable cleanliness; (22) Forbids the use of uncertified and impure coal-tar colors in food, drugs and cosmetics; (23) Prohibits slack-filling and the use of deceptive containers for food and drugs; (24) Provides for factory inspection and the procurement of records needed to prove Federal jurisdiction; (25) Provides increased penalties for violations; (26) Authorizes the Federal courts to enjoin violations.

Other Changes

A NEW definition is given the term "advertisement in the Copeland bill." It reads:

"The term 'advertisement' includes all representations of fact or opinion disseminated in any manner or by any means, other than by the labeling, when such dissemination is by mail or otherwise is in, or is calculated, directly or indirectly, to induce sales in, interstate commerce of foods, drugs, devices, or cosmetics."

Among prohibited acts specified in the Copeland bill are the dissemination by mail or in interstate commerce by radio or otherwise, of any advertisement which represents any drug, or device to have any therapeutic effect "in the treatment of Bright's disease, cancer, tuberculosis, poliomyelitis, venereal diseases, or heart or vascular diseases; or the dissemination by similar means of any advertisement which contains any statement, design or device regarding any food, drug, device, or cosmetic or the ingredients thereof, or the substances therein, or the nutritional, dietary, curative, therapeutic, preventive, or beneficial effects thereof, or the dosage, frequency, or duration of use pertaining thereto, which is false or misleading in any particular."

For violation of the terms of the bill, fines of $1,000 to $5,000 and imprisonment of one to two years, or both, are provided. For wilful violation of certain of the provisions, the penalties would be three years or a fine of $10,000 or both. The penal provision specified that no dealer shall be subject to the penalties for having received any articles if he establishes a guaranty or undertaking signed by the person residing in this country from whom he received in good faith the article, to the effect that the article was not adulterated or misbranded within the meaning of the Act.

The act would become effective 12 months after date of its enactment.

The Chapman bill so far as could be ascertained, was identical with the measure reported by the subcommittee last year and which was completely rewritten by the full committee. As rewritten by the full committee, the bill passed the House but failed in conference between the House and Senate conferees when Congress adjourned prior to a compromise. The Chapman measure defines the term "advertisement" as including "all representations of fact or opinion disseminated to the public in any manner or by any means other than by labeling."

The definition of "false advertisement" as contained in the Chapman bill, is the one that drew the ire of advertisers and advertising media when originally included in the Copeland bill two years ago. It reads as follows:

"An advertisement of a food, drug, device, or cosmetic shall be deemed to be false if it is false or misleading in any particular regarding such food, drug, device, or cosmetic. Any representation concerning any effect of a drug or device shall be deemed to be false under this paragraph if such representation is not supported by demonstrable scientific facts or substantial and reliable medical or scientific opinion."

Under prohibited acts and penalties the bill specifies that no publisher, broadcaster, advertising agency or other agency or medium for the dissemination of advertising shall be deemed to have violated the proposed act by reason of any dissemination of false advertisement when such dissemination "is caused by the manufacturer, packer, distributor, or seller, residing in the United States, of the article so advertised." This proviso adds, however, that it shall be unlawful for any publisher, or other individual engaged in dissemination of advertising wilfully to refuse to furnish the Department of Agriculture or any officer of it, the name and post office address of the advertiser himself. It specifies that any individual advertising medium which refuses this information shall be guilty of a misdemeanor and subject to the penalties provided in the Act.

Like the Copeland bill, the Chapman bill would become effective 12 months after enactment.

Allen Miller Is Granted Radio Fellowship Study

Mr. Miller

ALLEN MILLER, head of the University Broadcasting Council of Chicago, on Jan. 9 was granted a fellowship for radio study by the General Education Board, a Rockefeller Foundation. To commence Jan. 15, the fellowship is for observation and training in network procedure at NBC studios in New York. It was granted under an extension of the successful arrangement by which university students and representatives of university broadcasting stations were assigned by the Education Board to NBC for study last fall.

Well known in educational broadcasting, Mr. Miller until he took his present post two years ago, served for six years as director of University of Chicago broadcasting. The University Council represents DePaul, Northwestern and Chicago, which cooperatively broadcast over NBC on Sundays the *Chicago Round Table* program. The main purpose of the fellowship, it was stated, is to give Mr. Miller an opportunity to learn the methods of network operation and take back to his organization network ideas and practices.

Recipients of the first two fellowships were William Friel Meinlick, of Ohio State and a member of WOSO, Columbus, and Miss Leora Shaw, University of Wisconsin and a staff member of WHA, Madison, both of whom will complete their training Feb. 15.

Elton Succeeds Coleman

WITH the resignation of Caryl Coleman to join the Los Angeles staff of Botsford, Constantine & Gardner, Kenneth B. Karney, NBC western division program manager, announced the appointment of David Elton as producer of the *Woman's Magazine of the Air*, popular NBC participating program. Mr. Elton, formerly an announcer in Salt Lake City, was transferred from the NBC announcing staff to production in San Francisco several months ago. Peter Abenheim, 25-year-old artist and writer who painted the murals in El Mirador at Palm Springs, has also joined the NBC San Francisco production staff.

No. 5 Of A Series On The New York Market

THE POLISH MARKET

ST. STANISLAUS CHURCH, a well known Gothic edifice on the East Side and an old landmark of the Polish colony in New York. Founded in 1872 and built in 1899.

THE POLISH population of metropolitan New York numbers 458,381. It is the fourth largest ranking language group representing a greater population than is to be found in Lwow, one of Poland's biggest cities. As a market it is larger than Albany, Schenectady and Troy combined.

DOWN ON the East Side of New York City, their average annual family expenditure is computed at $1,706 and in Richmond Hill at $4,178. They have one daily newspaper and several weeklies in addition to a number of "national" halls.

Their "Listener Loyalty" Supports 13 Polish Programs Weekly On WBNX

Full Staff for Foreign Language Productions Available

WBNX Programs Are Based On Nationality Characteristics.

SPEAKS THE LANGUAGE — A NEW APPROACH TO THE NEW YORK MARKET • 1000 WATTS — WBNX BROADCASTING CO., INC. • WBNX • NEW YORK CITY • 1350 KC — A NEW APPROACH TO THE NEW YORK MARKET • DAY AND NIGHT — OF YOUR PROSPECT

We took plenty of time—

to do a thorough job of designing the 12H. Months were spent to develop it in the laboratory and before it was released we made sure that it had every facility that you need to do a really COMPLETE job. We are talking, of course, about the new COLLINS CONSOLE TYPE SPEECH ASSEMBLY. It doesn't cost any more but it does a lot more things — and does them better.

the 12H, alone, has these features ▬ ▬ ▬

★ UNIVERSAL INPUT IMPEDANCE

This feature, available only in Collins Speech Equipment, was first introduced in the well-known 12X Remote Amplifier. "Universal Input" means that any type of microphone and transcription equipment can be used interchangeably. The best conditions of impedance match are maintained without the use of external transformers or matching pads.

★ AUDITION CHANNEL

The 12H has two main amplifiers providing dual channels for program, monitoring, and audition. When the second channel is used for rehearsal it is available for instant talk-back to the audition studio. A regular program may be carried through the program channel of the 12H without interruption during auditions.

★ COMPLETE TRANSCRIPTION FACILITIES

A two-way mixer with universal input impedance connections is used in combination with a separate one stage pre-amplifier to give complete control of two turntables. No external switches, faders or mixing controls are required, and the pre-amplifier included assures adequate gain for proper use of any modern transcription equipment.

★ LOWEST NOISE LEVEL

All a-c fields which would be detrimental if present in the 12H cabinet are eliminated by use of an A.C. Isolation Unit, which is a small case built for mounting under the control desk. An interconnecting cable is furnished to simplify installation. Many other features of the design contribute to the extremely low overall noise level.

★ AUTOMATIC SPEAKER AND WARNING LIGHT CONTROL

Three speaker control relays are arranged for interconnection with microphone keys to silence studio and control room speakers when corresponding microphone circuits are in use. In addition, circuits are provided for connection of an auxiliary external relay (furnished as standard equipment) to control studio "On the Air" lights.

★ INTERCHANGEABLE UNIT CONSTRUCTION

The 12H is not an oversize receiver chassis, but is in effect a horizontal rack cabinet with individually mounted amplifier and control units. The wiring between units is formed as a separate removable cable. The many proven advantages of rack type assembly are retained.

★ COMPLETE SHOCKPROOFING

Even the best audio tubes available are slightly microphonic. The effect of table vibrations and jars due to fast operation of switch keys would seriously impair operation of a console type speech assembly which did not have the shockproof protection used in the 12H. Each amplifier is floated on special rubber mountings so designed that the weight of the amplifier components and the resiliency of the mountings completely eliminate microphonic effects.

★ FULL MONITORING FACILITIES

The second main amplifier in the 12H is also available for loudspeaker monitoring across the program line. Headphone monitoring of program line and incoming remote lines is also possible.

★ LARGE SCALE LEVEL INDICATOR

A new type extra large level indicator, with a correctly damped high speed movement is conveniently located directly above the main program gain control. Range extension from 0 to +20 db in steps of 2 db is provided.

★ FINGERTIP SWITCHING

Twelve positive key switches are arranged to give control over all circuits as completely and flexibly as if an elaborate jack and patch cord system were used. The key switches control six incoming lines, four microphones, two turntables, signal lights, main amplifier input, monitor-audition amplifier input, headphone monitor, speaker cut-off relays, and two outgoing lines.

★ HIGH LEVEL MIXING

In spite of its compact design, the 12H uses five pre-amplifiers for the individual microphone and turntable inputs. No compromise is made with the proven Collins policy of using high level mixing and switching to assure high fidelity performance at all times. Low level mixing is unavoidably at a disadvantage in respect to noise level when compared with Collins high level mixing.

COLLINS

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA ★ NEW YORK, 11 West Forty-Second Street

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Phoenix
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KPMC
Bakersfield
KIEM
Eureka
KNX
Los Angeles
KLX
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KVOR
Colorado Springs
KFEL
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KFKA
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DISTRICT OF COLUMBIA
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Athens
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Lewiston
ILLINOIS
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WJBL
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KGGF
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WLAP
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LOUISIANA
WJBO
Baton Rouge
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Cumberland
WFMD
Frederick
MASSACHUSETTS
WEEI
Boston
WCOP
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WTAG
Worcester
MAINE
WCSH
Portland
MICHIGAN
WHDF
Calumet
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WEBC
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St. Paul
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KMBC
Kansas City
KWK
St. Louis
KGBX-KWTO
Springfield
MONTANA
KFBB
Great Falls
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KFAB
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KOIL
Omaha
NEW MEXICO
KGGM
Albuquerque
KRQA
Santa Fe
NEW YORK
WOKO
Albany
WGR-WKBW
Buffalo
WOR
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WQXR
New York City
WHDL
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WHAM
Rochester
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Syracuse
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Greensboro
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KLPM
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OHIO
WJW
Akron
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WKBN
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RHODE ISLAND
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SOUTH CAROLINA
WCSC
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KABR
Aberdeen
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Toronto
PROVINCE OF QUEBEC
CKAC
Montreal
CKCV
Quebec
SASKATCHEWAN
CJRM
Regina

FOREIGN
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2 GB
Sidney
5 DN
Adelaide
3 KZ
Melbourne
4 BC
Brisbane
NEW ZEALAND
1 ZB
Auckland
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Mexico City
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Radio Toulouse
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ATLANTA •

1937
PROGRESS

A Pledge of Service

World Subscribers . . . and Advertisers

can broadcasting has completed its first $100,000,000 . . . and the industry marches on to new and even r achievements. World invites you to "look at the " In 193 one hundred national advertisers broadcast ampaigns through the facilities of World Broadcasting — over 5,000 hours of station time — an increase of . . . World Program Service served an all-time high leading radio stations with more than 150,000 hours 00,000 separate and complete programs) of "Up-to-the- Entertainment from Transcription Headquarters." . . . eadership influenced the adoption of VERTICAL repro- equipment on 365 stations extending the advantages ical Wide Range programs and Selective Broadcasting ny new markets. . . . These were only the year's evidence of that background of creative development hich World stations and World advertisers benefit. Back of these facts stand years of engineering research, experience and capital investment—a definite record of building for the future. Again World pledges its continued and constructive effort in the cause of better programs, greater income for its stations, more resultful radio for its advertisers.

• • •

WORLD PROGRAM SERVICE provides the World Library of 1,800 separate musical selections — 48 new features each month — recordings of radio's finest orchestras and artists produced by expert sound engineers through the only complete Vertical recording facilities in the world — Wide Range Vertical recording and "matched quality" reproduction — eighteen hours per week of smart, salable programs originated by World's top-flight continuity writers. For complete information on the development of your business with local and national advertisers, write Station Relations Manager, at Transcription Headquarters, 711 Fifth Avenue, New York.

WBS

ORLD BROADCASTING SYSTEM

ANTA • CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO • WASHINGTON

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The New Congress

EVERY YEAR a Congress more wise in the ways of radio than its predecessor meets on Capitol Hill. The 75th Congress, more preponderantly Democratic than any in the last 100 years, is no exception.

Much legislation of interest directly and indirectly to the broadcasting industry will be introduced at the session which got under way this month. Already a half-dozen measures of vital import to broadcasters, to advertisers and to others identified with the "going concern" that is radio have been introduced.

At this writing Congress has before it President Roosevelt's recommendation for sweeping reorganization of the Federal establishment. The FCC would become a unit of one of the existing departments, with the board itself functioning as a quasi-judicial appellate agency. Anything that would tend to make the FCC more efficient, more judicial and less political would be welcomed on all hands.

General legislation relating to hours and wages, of course, is of great import to the industry. In any such legislation, however, it is not expected now that the complete NRA type of regulation outlawed by the Supreme Court, will be resurrected; that is, fair trade practice provisions along with employment.

Specific legislation which will hold the attention of the broadcasting industry will include proposals to rewrite the food and drug laws and broaden them to include regulation of the sales and advertising of food, drugs and cosmetics, and copyright legislation. In each instance, measures which died at previous sessions have already been introduced. And in each case, the proposed new legislation would amend statutes a quarter-century old.

There is substantial agreement within industry generally that these laws should be amended. Neither of the laws, at the time of their enactment, envisaged such developments as radio. In the case of the food and drug legislation, the bills probably will not pass in their present form. There has been strenuous opposition to such legislation for nearly four years. It is simply a question of getting through a bill least objectionable to all groups involved and sufficiently strong to eliminate the outer fringe of manufacturers who persist in mulcting an unsuspecting public.

Copyright legislation is an old story, too. The Duffy bill was blocked at the last session because ASCAP did a potent job of lobbying it to death in the House after it had passed the Senate. It should pass this year. That can be accomplished only with an early start and with real support. It has the early start.

Pig in a Poke

THE BUYER of most commodities knows what he is going to get when he signs the contract closing the deal. But the buyer of a radio program often gets nothing more than a bundle of glib promises and the assurance of so many minutes of air time, when he assumes sponsorship of a program.

Walter Neff, once a time-seller but now a time-buyer, recalls his experiences at WOR in an article printed on another page of this issue, and makes the point that broadcasters should sell pre-tested programs. This isn't so hard as it seems, Mr. Neff would have you know, and he offers a formula for pretesting that has been successful in practice.

With many stations hanging out the SRO sign, Mr. Neff fears that broadcasters will become a bit smug and relax vigilance in maintaining program standards. Some plain talk is due, he says, and lovers of plain talk can find same on page 11.

The Wise Course

A GRADUAL reshaping of the entire broadcast spectrum is recommended by the FCC Engineering Department in the most important official radio document of the decade, published as a supplement to this issue.

It is yet too early to attempt to gauge the full significance of the far-reaching recommendations to the Broadcast Division. The report constitutes a tremendous amount of research by the FCC engineering staff. It is based principally upon the composite testimony presented by the best technical brains of the nation at the hearings before the Broadcast Division last October.

With the basic recommendations we can see no general quarrel. They are for gradual accomplishment, based upon individual application and merit, of improvements in the structure. Clear channel service would be preserved, but to a lesser degree. Increases in power are suggested for all classes of stations, save those retained on clear channels, and the issue of superpower very properly is left to the Division as one in which the economic and social factors transcend in importance the purely technical phase. Technically, the engineers regard superpower as feasible.

There is only one phase of the recommendations upon which we look with some misgiving. That is the opening of the 1500-1600 kc. band for additional new stations. Three courses of procedure are outlined — licensing of 5,000 watt stations, of 1,000 watt stations and of 250-100 watt stations on the 10 new bands which would be opened. Anywhere from 40 to 500 new stations could be authorized, depending upon the policy to be laid down.

It would be more than folly for the FCC to open up the floodgates and license stations indiscriminately in the new band, or to add new stations in choice assignments which may be opened by virtue of the realignment. There will be political pressure aplenty for that. But the economic results might prove disastrous. In so doing it might, by loading existing areas well served with stations, introduce a character of competition that would be tantamount to killing the goose that laid the golden egg.

Instead, it is to be hoped that the Division will follow the conservative and the logical course. That course is to fill the improved assignments that would be available with meritorious local, daytime or part-time stations now on the air and relieve the congestion existing on the six local channels. After the existing roster is cared for, there will be time enough to consider new station applicants. Moreover, those new stations should be fitted into areas not now adequately served, rather than in localities having abundant service.

The Record on Records

CAN BROADCAST stations play phonograph records which bear the inscription on the label "Not for Broadcast Use" or some similar phrase? That's the question posed in two cases in which performing artists sought to prevent such performances. And the decisions are as far apart as the poles.

In the first case filed against WDAS by Fred Waring, erstwhile Ford maestro, the lower court held that the restriction was binding upon the station though there was absolutely no proof of knowledge on the part of the station of restrictions imposed by the artist on the recording company in its contract. That decision—the first in the newest effort to collect tribute from radio—now is on appeal to the Supreme Court of Pennsylvania.

Last month, however, in the case of Crumit v. WHN, Justice Valente of the State Supreme Court refused a temporary injunction to the crooner. He held that the statement on the label of the record was not sufficient to prevent the broadcasting of the recording. And beyond that the court indicated that not only should a similar restriction be contained in the artist's contract with the recording company, but the terms of that contract would have to be known to the broadcasting stations.

These are two diametrically opposite opinions. The WHN case isn't ended. There must be a trial on the salient issues which the court did not touch upon in deciding on the motion for an injunction. The Philadelphia court did decide on them — in favor of the recording artist. As things stand now there must be some final adjudication by higher courts before a station can know its legal rights in connection with phonograph record performances without the "permission" of the artist.

But aside from the legal issue, we still feel those performing artists are rather silly in attempting to restrict performances of their records, particularly since most of them owe their popularity to radio. It is something like ASCAP restricting numbers while the publishers themselves are doing everything they can to get stations to "plug" their songs.

We Pay Our Respects To —

JOHN KELLY SMITH

WHEN, last August, John Kelly Smith—who prefers to sign his monicker J. Kelly and to be known as Kelly — was appointed managing director of Radio Sales Inc., the organization set up by CBS to represent its owned and operated stations in the national field, his acceptance of the promotion was tinged with just a bit of regret. Henceforth his territory would be the whole country, his headquarters New York, his sales problems those of the nine widely scattered CBS owned and operated stations.

It was a great opportunity, and Kelly welcomed it, but still . . . when one is on the sunny side of forty, 10 years is a long time, and for more than 10 years Kelly Smith has belonged to Chicago radio. His radio career dates almost from the birth of commercial broadcasting in Chicago, and as it has developed and grown so has Kelly grown with it, in it, of it, contributing to its growth until he has come to seem an integral, inseparable part of Chicago's radio structure.

Kelly's start in radio came when —but before we get into that let's go back a few years and start with that January day in 1899 when the name John Kelly Smith was duly inscribed in the family Bible, one of the few times that the John has ever appeared as anything more than the initial J. This event occurred in the little town of Equality, Ill., away down at the southern end of the state. Here Kelly went through the grades, but about the time he received his diploma his family moved to Mt. Vernon and then, a couple of years later, to Galesburg, where Kelly finished high school and put in four years at Knox College, where he was president of Sigma Delta Chi, honorary journalism fraternity, and from which he was graduated in 1922 with majors in chemistry and English. It was a toss-up between literature and science, with science winning the first round and sending Kelly to Chicago as a food chemist for the Illinois Department of Foods and Dairies.

But literature still lured, and when opportunity came to join Stewart-Warner as editor of that company's house organ, Kelly did not hesitate to turn from test tubes to typewriter, a move that led him directly into advertising and indirectly into radio.

Kelly's duties soon involved much more than getting out the house organ and he rapidly acquired an intimate knowledge of the company's entire advertising plan, with the result that when a shift in personnel left the position of advertising manager vacant Kelly was picked for the job. As advertising manager, he found himself also the manager of a radio station, WBBM, which Stewart-Warner had leased for a year from its owners, Ralph and Leslie Atlass, who were engaged in the investment business and who operated WBBM from their home as a hobby.

Stewart-Warner had recently added radio receivers to its line of automobile accessories and broadcasting seemed an appropriate type of advertising. In those days time was not for sale in 15. 30 or 60-minute packages, so the company rented the entire station for the privilege of announcing "This is WBBM, the Stewart-Warner Air Theatre" between programs.

Kelly didn't know much about radio, but neither did anyone else, so he hired a flock of announcers, actors, comedians, and musicians, including the first studio orchestra in Chicago. For more than a year Smith divided his time between his office and the studio which had been built in the Stewart-Warner factory, and when he left to become assistant advertising manager of Montgomery Ward & Co. he could have qualified as an authority on any phase of broadcasting procedure, even including the engineering end, for during the war Kelly had pounded brass as a navy operator.

He had been in his new job only a few months when his boss left and Kelly was elevated to the post of advertising manager of the mail order house and thought that he was through with radio for good. But it was not long before Leslie Atlas, who had abandoned the investment field to make a business of his former hobby, asked young Smith to take charge of the farm network that CBS was starting—a noontime hour of programs designed especially for the farm audience—to compete with NBC's *Farm & Home Hour*. This time Smith was back in radio for good, and when the depression caused Columbia to abandon the farm network idea after a six-month trial, he was made sales manager of WBBM.

That was in the spring of 1930. Advertising on the air was still pretty much of a hit-or-miss proposition, with few rules to guide the radio advertiser and with a not very high percentage of successes, which was somewhat offset by the fact that those radio programs that did pay out often became radio bonanzas, bringing returns undreamed of in the older advertising media. Kelly saw that his principal task, at first, was to bring to this rather haphazard business as much system as possible, so he started in, with such success that at the end of his regime WBBM had become the leading station in local sales in Chicago and his methods and policies had been adopted as those of the other Columbia-owned stations. Kelly also foresaw the inevitable conflict of interests that would result from having network-owned stations represented by outside representatives, and he is in a measure responsible for setting up the network's own representative organization which he now heads.

"The biggest part of my new job as I see it now," says Kelly, "is to close the gap between the individual stations and the men who are trying to sell them at long distance. The local time salesman knows his station intimately; he knows the artists, writers, announcers, production men; he knows what they can do and how they do it. What the national representative, located a thousand or more miles away, knows about this station is too frequently limited to the information contained in its rate cards and coverage maps. And the national salesman really needs even more information than the local man, for the latter makes his calls on men who know the station as listeners, whereas the national salesman is for the most part dealing with men to whom the station is just a set of call letters.

"Another important part of the job is to pass on to other stations ideas that have proved valuable for a particular station. Despite some local peculiarities most Americans are pretty much alike and there are few programs that have been successful in one locality that cannot be adapted to bring equal success elsewhere."

Although his official headquarters are in New York, Kelly spends so much time traveling across the country that he is not moving his family—Mrs. Smith, their 3-year-old daughter June, and 1-year-old Kelly Junior—from their home in Evanston, North Shore suburb of Chicago. And, with the whole country at his disposal, Kelly expects to get in even more of his only non-radio interest, fishing, which, he says, has taught him the most essential principles of selling: "Be in the right place; use the right bait; wait until the right time; suit your tactics to the other fellow's actions; and he will eventually land himself."

PERSONAL NOTES

WILBUR EICKELBERG, of the New York staff of Edward Petry & Co., and formerly in Pacific Coast broadcasting, on Jan. 1 became manager of KFRC, San Francisco, succeeding Tom Breneman, resigned, it was announced Jan. 2 by Lewis Allen Weiss, general manager of the Don Lee system.

MORTIMER C. WATTERS, of WCHS, Charleston, W. Va., has been appointed chairman of the local sales committee of the Sales Managers Division, NAB. He will preside over the panel discussion at the national meeting of the NAB Sales Managers Division in Chicago Jan. 19.

C. ALDEN BAKER, of WPHR, Petersburg, Va., has been promoted to sales manager, succeeding Louis L. Lauve Jr., who resigned Jan. 2 to join his brother in the agency business in Baltimore.

HAMMOND B. SMITH, formerly assistant advertising manager of WSB, Atlanta, and more recently with WMC, Memphis, has been named manager of WGPC, Albany, Ga.

MERRILL PHEATT, salesman of WSPD, Toledo, is back at his desk after an illness. Sam Gompers has been transferred from the WSPD sales staff to the affiliated WMMN, Fairmont, W. Va.

CARLETON COVENY, sales manager of KJBS in San Francisco, and Olive Johnson, former publicity director in that city, were married Jan. 9.

WILLIAM E. FORBES, for two years with the Don Lee network in Los Angeles, has joined the commercial department of KNX in Hollywood. He recently returned from the East where he was active in the Don Lee-Mutual network arrangements. Forbes at one time was associated with Hanff-Metzger Inc., Los Angeles agency.

EARL J. GLADE, managing director of KSL, and S. S. Fox, owner of KDYL, both of Salt Lake City, have been honored as "Community Builders" by the Salt Lake City Chamber of Commerce for their work in community development during the past year.

LOUIS GERARD, formerly with Motion Picture Adv. Co., and C. R. Cullingworth have joined the sales department of WSGN, Birmingham. Gene Lowery has resigned to enter the automobile business.

PAUL McCLUER, after eight years as master-of-ceremonies of the *Sunday Morning Sunshine Hour* on WMAQ, Chicago, has turned this program of recorded music over to Fort Pearson, young Chicago NBC announcer, to devote his entire time to his duties as assistant sales manager of NBC's Central Division.

JOHN M. GREENE, formerly of the NBC sales promotion division, has been transferred to the sales department as a salesman.

ROBERT J. SMITH, formerly in charge of retail production at Hicks Adv. Agency, sales promotion manager of WFAS, White Plains, N. Y., and lately a salesman at WNEW, Newark, has joined the sales staff of WOR, Newark.

REED CHAMPAN, formerly of CJOR, Vancouver, late in December joined the commercial department of CKWK in the same city. He had been out of radio for some time because of illness.

M. M. BOYD, NBC New York account executive, has returned to his desk after spending the holidays on the West Coast, visiting the network's San Francisco and Hollywood studios.

CLIFF GOODMAN, formerly of KXBY, Kansas City, has joined the sales department of WKZO, Kalamazoo.

STUDIOS OF
WDRC

This NEW brochure tells the COMPLETE story of WDRC and the RICH Connecticut market it covers. If you have not received a copy, write for it at once.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

BEHIND THE MICROPHONE

JACK FITZGERALD, formerly of WFBL, Syracuse, and recent addition to the announcing staff of WSPD, Toledo, also is handling publicity.

CHARLES V. LUTZ, formerly of WHKC, Columbus, has been transferred to WHK-WJAY, Cleveland, and will continue his studies at Western Reserve.

SALVATORE SANTAELLA, for several years music director of KMTR, Hollywood, on Dec. 31 became music director of KEHE, Los Angeles, and the newly-formed California Radio System. He replaced Frank Westphal, former NBC Chicago conductor, who had been appointed to the KEHE music post in December.

ARTHUR WHITESIDE, announcer of WBT, Charlotte, N. C., has resigned.

REED JOHNSTON, former continuity writer of WLW, and newspaperman, has joined the continuity staff of WBBM, Chicago.

MERRILL MEYERS, of the WBBM-CBS Chicago continuity department, has been named chief continuity editor, succeeding Hal Hudson, who will devote all of his time to the William Wrigley Jr., account.

FLOYD MAC, formerly of WLW, has joined the announcing staff of WRC, Washington.

VIRGINIA SMITH has resigned from the position of Chicago contact manager of Mutual Broadcasting System.

HOWARD CHAMBERLAIN, formerly an announcer at WLS, Chicago, has been appointed program director of KMA, Shenandoah, Ia.

ANGUISH — Both Clement Giglio, impressario of Italian dramatic presentations over WOV, New York, and operator of a movie house devoted to Italian films, and Mrs. Sadie Bolognia, stepmother of one of three youths condemned to die in the electric chair at Sing Sing for the murder of a subway collector, show expressions of intense anquish as they broadcast over Italian-language station WOV their appeals to Gov. Lehman to spare the boy. Later Gov. Lehman commuted his sentence to life imprisonment, but the other two went to their death Jan. 7. Mr. Giglio broadcasts for an hour each morning except Sunday in Italian and he devoted his Jan. 7 period to the death pleas.

KELLY WOOLPERT, newspaperman, on Jan. 1 was added to the Los Angeles force of Transradio Press Service.

JIMMY VANDIVEER, radio news reader, who switched from the news announcing post of the *Los Angeles Evening Herald-Express* late in December to a similar post with KFAC, a few days later resigned to become news editor of KHJ, Los Angeles.

LUD GLUSKIN, Chicago and New York orchestra leader, has been appointed music director for the West Coast division of CBS Jan. 1 with headquarters at KNX, Hollywood. Wilbur Hatch, former music director of KNX, remains as assistant director.

JOHN ADEMY, formerly of WBIG, Greensboro, and now of WCAO, Baltimore, was guest vocal soloist recently for the Ars Musica Guild, Richmond, and also gave a recital for the Baltimore Music Club.

DORIS GOWLLAND of 2GB, Sydney, Australia, is in Los Angeles for a six-weeks' study of American radio methods, having arrived Jan. 5. Miss Gowlland, who is private secretary to the managing director of 2GB, will continue on to New York and London before returning home.

MAURICE WEBSTER, for more than four years an announcer at KVI in Tacoma, has joined KNX, Hollywood in a similar capacity.

PETE PRINGLE, who has been announcing midnight news over KNX in Hollywood for several years, has been added to the station's staff as night editor of the news department.

JEANNETTE LAWRENCE has been added to the NBC staff in San Francisco as reader and will be assigned to various commercials.

MRS. RUSSELL WALKER, formerly assistant program director of WIP, Philadelphia, gave birth to a boy Christmas Eve.

GEORGE (Stoney) McLINN, director of sports broadcasts of WIP, has been elected secretary of the Philadelphia Sports Writers Association.

JOHN HAYES, former program director of WIP, Philadelphia, has joined the announcing staff of WOR, Newark. Hugh Brooks, former WIP announcer, also has gone to WOR.

CARLTON KELSEY, whose career as a musical director started with musical comedy, then movies, and thence to radio as musical director for KFWB in Hollywood, has just been appointed to the post of musical director for CBS in Chicago. Kelsey came to Chicago last fall as director of the Sears, *Then and Now* series on Columbia. Billy Mills, CBS musical director for several years, is planning to go into free lance musical production activities.

MURRAY BOLEN, technician, producer and singer of KFRC, San Francisco, and Mildred Bruce, station stenographer, were married in Santa Cruz, Cal., Dec. 20, it was recently revealed. Bolen, who has been associated with the station for several years, is being transferred to KHJ, the Los Angeles outlet of the Don Lee network Jan. 15.

ANDREW LOVE, NBC continuity editor in [illegible] Francisco, on Jan. 13 started a ten-weeks course in radio continuity writing at the University of California Extension Division in that city.

TOM STEVENS has resigned from KRE, Berkeley, Cal., where he was announcer-technician.

MAX HALPERIN, program director of the ABC regional network, has resigned to devote full time to his talent booking agency. Ray Wilson, ABC continuity editor and writer of most of the serial script shows that were cut off when ABC recently reduced its operating hours, is still active at ABC but is spending several hours a day in *Variety's* Chicago office, where it is rumored he is slated to succeed Dan Goldberg as radio reporter, Goldberg to be transferred to New York.

JOHN CLARK, news assistant of KNX, Hollywood, for the last five years, on Jan. 1 was appointed chief news editor.

ARTHUR FULTON, traffic manager of Associated Cinema Studios, Hollywood transcription firm, and Grace Rauch, office secretary of Radioaids, Inc., Hollywood transcription company, announced their engagement Jan. 10 with the ceremony to be held before Feb. 1.

NEWTON RORBAUGH, formerly of WIBG, Glenside, Pa., has joined the continuity staff of WFIL, Philadelphia.

PAUL SULLIVAN, commentator of WLW, Cincinnati, spoke at a recent meeting of the Indianapolis Real Estate board.

KARL ZOMAR, for three years chief announcer of KWTO-KGBX, Springfield, Mo., has been named to the announcing staff of KFAB-KOIL, Omaha-Lincoln.

★ *Brilliance*

IN EVERY NOTE!

NEBRIOWA* listeners are impressed by the high fidelity of their radio capital — WOW. Advertisers, too, are impressed —by the high fidelity of RESULTS in the vast market reached by WOW. No other station covers NEBRIOWA* so effectively, or so economically!

John Gillin, Jr., Mgr.
John Blair Co., Representatives
New York, Chicago, Detroit
San Francisco

590 KILOCYCLES 5,000 WATTS

WOW

OMAHA, NEBRASKA

"Covers the Nation's Market Basket"

* NEBRIOWA is the rich trade territory of eastern NEBRaska and western IOWA. Its business capital is Omaha; its radio capital WOW.

ON THE N. B. C. RED NETWORK

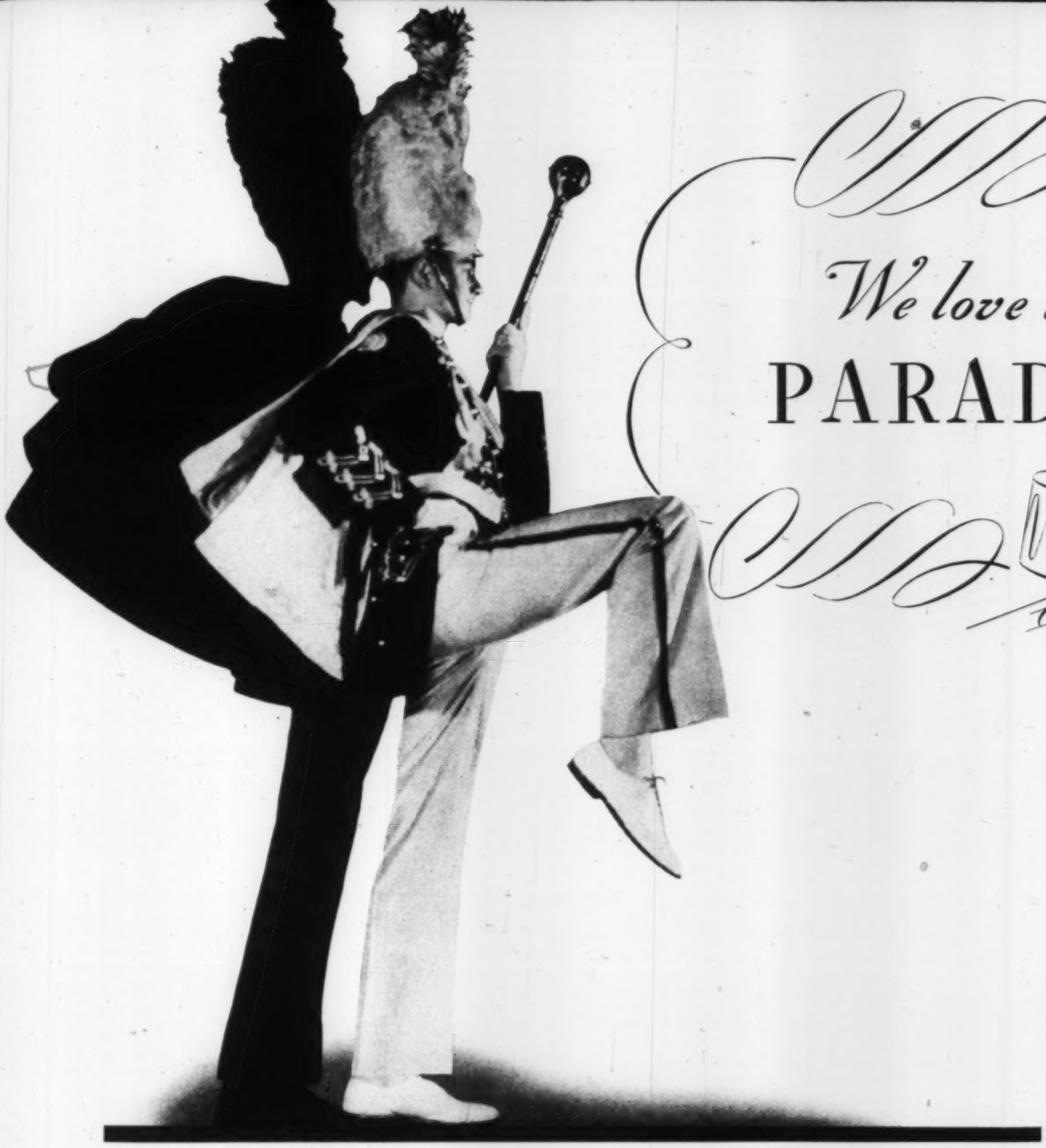
Covers the Islands like the waters cover the sea.

◆

KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII

FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST



We love a
PARADE

Even if we only help carry the big bass drum, we still love to march in the good old Radio Parade!

But . . . man, oh man! . . . when we find ourselves out in front of the local contingent . . . pardon please, if we stick our chests out just a bit.

We really started to strut our stuff when brass-hats of Cleveland's "Retailand" (than which there are no keener buyers) began spending more than half their radio sheckles with us.

"Ah-ha!", exclaimed national advertisers after their survey hounds had made the tip-off. "What's best in the eyes and ears of the home-town merchants is plenty good enough for us." And, before we could even assume a modest expression or blush coyly . . . the shako was on our head.

Casting an eagle eye on our books as 1936 drew to a close, we found WGAR had marched into a new record . . . was first in total dollar volume . . . had more total program accounts, both retail and general, and more national spot accounts than any of our local fellow-marchers!

Yes . . . and we've stepped into 1937 confident of doing an even better job for radio advertisers who want and are out to get more sales in Northern Ohio!

W·G·A·R

"CLEVELAND'S FRIENDLY STATION"

Member N B C Blue Network

John F. Patt, Vice-President and General Manager

Edward Petry & Co., Inc., National Representatives

GEORGE T. LUDLAM, for six years a member of the NBC continuity department, Radio City, will resign Jan. 15 to join Frank Chase in the radio production field. The new firm will be known as Chase & Ludlam, and will be located in the RCA Bldg., New York. In addition to handling the regular routine radio production, firm will also do slide films, transcriptions, talent booking and script writing.

CHARLES CRUTCHFIELD, program director of WBT, Charlotte, N. C., is the father of a baby girl born New Years Day.

E. H. CURTIS, director of the farm radio programs of WIBW, Topeka, is the father of a baby girl, born Christmas Eve. He ran a radio contest to select a name for the little girl and finally chose Jo Susan.

J. ALBAN BECKER, public relations director of WOWO and WGL, Ft. Wayne, Ind., recently addressed the Kiwanis Club of Hillsdale, Mich.

HARRY LE ROY, formerly an announcer-producer at KMTR, Hollywood, has joined KGGC in San Francisco in a similar capacity.

CHARLES FOLL, formerly on the staff of KORE, Eugene, Ore., has joined KYOS in Merced, Cal., as announcer-operator.

M. SCOTT WEAKLEY, production manager of KROW, Oakland, has started a course in radio speech technique and continuity writing at the Alameda High School, in Alameda, Cal.

PETER ABENHEIM, California artist and writer, has joined the NBC production staff in San Francisco. He is well known for his paintings and drawings and was formerly a staff artist and columnist for *Apertif*, Santa Barbara, Cal., magazine.

WADE ARNOLD, for eight years a member of the NBC continuity department, will resign Jan. 15 to enter free lance radio writing. His office will be located at Linden House, Spuyten Duyvil, New York City.

FROM FANS—To Tex Owens, the original Texas Ranger of KMBC, Kansas City, Santa Claus is 219 listeners. He received more than $200 in cash, a hand-tooled shotgun case, a pumpgun, cow-hide portfolio, wine set, pair of Texas steer horns fashioned into a holder for a wall mirror, dozen shirts (correct size), quilt, 25 neckties, 65 pounds of candy, five fruit cakes, three dressed chickens, 1876 pistol, and a paisley shawl.

HENRY DOHERTY, formerly with *New York American;* Leif Eid, formerly with the *New York Herald-Tribune* and Pacific Coast papers, and Charles Pekor, *New York Sun*, have joined the NBC press department, New York, as writers. Alfred Scott has been transferred from the NBC page staff to the press department and assigned to copy desk.

CHARLIE AGNEW and his orchestra have joined the staff orchestras of WBBM, Chicago, bringing the total number of musicians regularly employed by that station to 45. Agnew will serve as musical director of the Saturday night *Nutty Club* studio parties and will also be heard on weekend sustaining shows.

JIMM BRITT, who broadcast the Notre Dame football games on WIND, Gary, during the 1936 season, has moved to WBEN, Buffalo, where he will handle a variety of sports broadcasts.

WILLARD HEMSWORTH, former announcer-producer at WLW, Cincinnati, and chief announcer for the Yankee Network, has joined the announcing staff of WJJD, Chicago.

BOB LaBOUR, announcer at WJJD, Chicago, who quit several months ago to try his luck in the movies, has left Twentieth Century-Fox to return to WJJD.

VIRGINIA BENOIT, of WIND's program and sales staff in Gary, Ind., is spending a few weeks in bed. Virginia was crossing the street one icy day recently when two cars skidded, wedging her leg between their bumpers. Fortunately no bones were broken but her leg was badly bruised.

RENE GEKIERE, former NBC actor who recently joined the NBC Chicago announcing staff, and Miss Betty Mitchell, of the RCA recording office in Chicago, were married New Year's Day.

IVAN FLANNERY, formerly of KSTP, St. Paul, has joined the production staff of KXBY, Kansas City.

EDDIE HUMPHREY, sports editor of WKZO, Kalamazoo, has announced his engagement to Miss Katherine Roos, of that city.

CONNIE BLAKE, formerly in the traffic department of KFRC in San Francisco, has been made assistant to Alan N. Cormack, CBS Pacific Coast division traffic manager in that city.

ARNOLD JOHNSON, producer and conductor of the 1937 Radio Show, heard on MBS Sundays at 6 p. m., is showing 20 prize pheasants at the New York Poultry Show. Dave Driscoll, of the WOR special features division, has an exhibit of turkeys at the show.

HERE'S YOUR TICKET FER BERMUDA, MA!

You needn't shed no tears for the sad plight of Red River Valley farmers —this year or any other year.

Ma is going to Bermuda—daughter gets her choice of finishing schools— Pa has a new radio-equipped tractor!

And they've gotten these ideas largely via WDAY . . .

WDAY, INC.

N. B. C.

FARGO
N. D.

FREE, JOHNS & FIELD, INC.
NATIONAL REPRESENTATIVES

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Affiliated with the Fargo Forum

THE MOST POWERFUL STATION

DENVER
800 MI.
ST. LOUIS
560 MI.
KVOO
TULSA
660 MI.
DALLAS

between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS

NATIONALLY CLEARED CHANNEL

COMPLETE NBC PROGRAM SERVICE

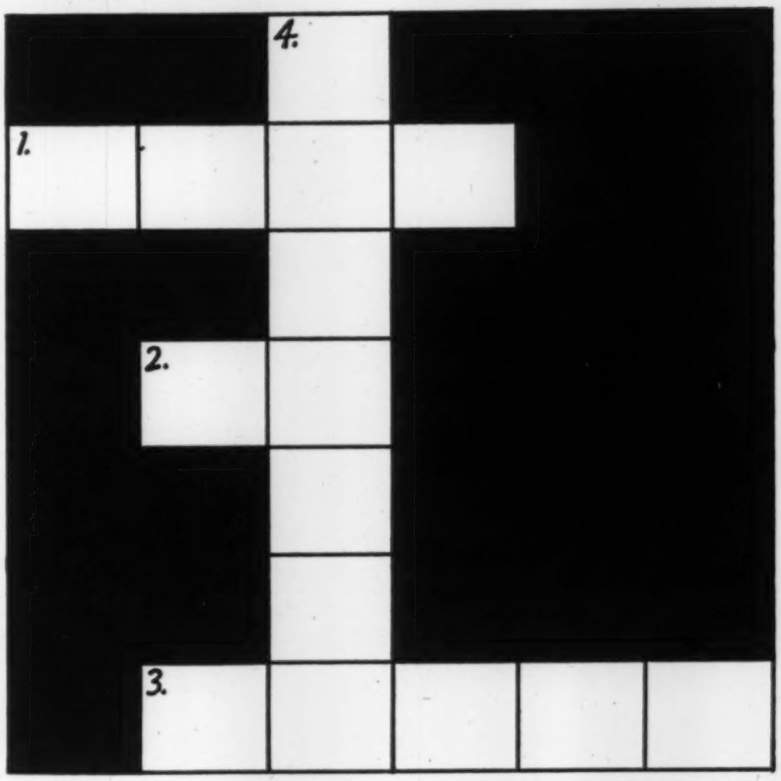
More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

Cross Word Puzzle Contest

A VALUABLE PRIZE WILL BE GIVEN FOR THE FIRST 100 CORRECT SOLUTIONS OF THIS PUZZLE RECEIVED AT KFPY, SPOKANE.



HORIZONTAL:

1. The leading station in the Spokane Area.
2. What this station's advertisers say its service is.
3. What the station does for its advertisers' merchandise.

VERTICAL:

4. City in which this station is located.

It's NO Puzzle why
KFPY
is the BEST advertising medium in the SPOKANE area

1. New 5000 Watt transmitting equipment.
2. New vertical half-wave antenna on
3. 890 Kilocycles, in the center of the dial,
4. Carrying programs from the Pacific Northwest's largest and finest studio, and
5. Programs of the Columbia Broadcasting System
6. With experienced management and showmanship — IT SELLS MERCHANDISE.

57 New Broadcast Stations Authorized by FCC During 1936...

FOLLOWING is the list of 57 construction permits for new stations issued during 1936 by the FCC; asterisks indicate station was on the air as of Dec. 31, 1936 according to latest advices:

ALABAMA

WBHP, Huntsville — CP issued to Wilton Harvey Pollard; 100 watts on 1200 kc.

*WJRD, Tuscaloosa — CP issued to James R. Doss Jr., operator of WMFO, Decatur; 100 watts to local sunset on 1200 kc.

ARIZONA

KYCA, Prescott — CP issued to Southwest Broadcasting Co. (Albert Stetson, president); 100 watts night, 250 watts day on 1500 kc.

CALIFORNIA

KROY, Sacramento — CP issued to Royal Miller, local automobile dealer; 100 watts to local sunset on 1310 kc.

*KVCV, Redding—CP issued to Golden Empire Broadcasting Co. (William Schied, Harold Smithson and Sydney R. Lewis, also owners of KHSL, Chico, Cal.); 100 watts on 1200 kc.

KVSC, San Diego — CP issued to Pacific Acceptance Corp. (K. L. Banning and Willard Fonda); 100 watts on 1200 kc. (CP stayed pending rehearing).

KVEC, San Luis Obispo — CP issued to Valley Electric Co. (Christina M. Jacobson, electrical dealer); 100 watts to local sunset on 1500 kc.

KSRO, Santa Rosa — CP issued to Press Democrat Publishing Co. (Ernest L. Finley, publisher); 250 watts daytime on 1310 kc.

*KYOS, Merced—CP issued to Merced Star Publishing Co. (Ray, Hugh and Peter McClung); 250 watts daytime on 1040 kc.

KHUB, Watsonville—CP issued to F. W. Atkinson, publisher of *Watsonville Pajaronian* and *Register;* 250 watts daytime on 1310 kc.

CONNECTICUT

*WNLC, New London — CP issued to Thames Broadcasting Co. (Roderick L. Morey, Edwin J. Morey and Daniel E. Noble); 100 watts daytime on 1500 kc.

FLORIDA

WFOY, St. Augustine—CP issued to Fountain of Youth Properties Inc. (Mayor Walter B. Fraser, Mrs. Fraser and Frank Upchurch); 100 watts on 1210 kc.

GEORGIA

*WAYX, Waycross—CP issued to Waycross Broadcasting Co. (Dr. E. F. Sapp and S. F. Sapp); 100 watts on 1200 kc.

ILLINOIS

*WDWS, Champaign—CP issued to Champaign News-Gazette Inc. (D. W. Stevick, publisher); 100 watts on 1370 kc.

INDIANA

WHIP, Hammond—CP issued to Hammond-Calumet Broadcasting Corp., also operators of WWAE, Hammond; 5,000 watts daytime on 1480 kc. (grant suspended Nov. 24 and set for hearing).

*WGRC, New Albany—CP issued to Northside Broadcasting Corp. (Arthur L. Harris, Charles Lee Harris and Adolph L Zeller); 250 watts daytime on 1370 kc.

IOWA

KGLO, Mason City — CP issued to Mason City Globe Gazette Co. (Lee Syndicate newspaper, Lee P. Loomis, publisher); 100 watts on 1210 kc.

KANSAS

KOAM, Pittsburg—CP issued to Pittsburg Broadcasting Co. (A. Staneart Graham, E. V. Baxter and Norman Baxter); 1,000 watts daytime on 790 kc. (CP stayed pending litigation).

KSJS, Salina—CP issued to R. J. Laubengayer, publisher of *Salina Journal;* 100 watts on 1500 kc.

*KANS, Wichita—CP issued to Charles C. Theis; 100 watts on 1210 kc.

KVGB, Great Bend—CP issued to Ernest Edward Ruehlen; 100 watts on 1370 kc.

KENTUCKY

WLMU, Middlesboro—CP issued to Lincoln Memorial University, Harrogate, Tenn.; 100 watts on 1210 kc. (CP stayed pending rehearing).

MAINE

WGAN, Portland — CP issued to Portland Broadcasting System Inc.; 247 of 500 shares owned by Gannett Publishing Co., publishers of *Portland Press-Herald*; 500 watts to local sunset on 640 kc.

MINNESOTA

*KDAL, Duluth—CP issued to Red River Broadcasting Co. (Dalton LeMasurier, president) to move former KGFK, Moorhead, Minn., into Duluth; 100 watts on 1500 kc.

KVOX, Moorhead — CP issued to Hobert K. Herbst, owner of Herbst Department Store; 100 watts on 1310 kc., to share time with KRMC, new station in Valley City, N. D.

*WMIN, St. Paul — CP issued to Edward Hoffman, owner of Edward Hoffman Co., furniture dealers; 100 watts on 1370 kc.

MISSISSIPPI

WMFN, Grenada — CP issued to Attala Broadcasting Corp., operators of WHEF, Kosciusko, Miss.; 100 watts on 1210 kc. (WMFN formerly was operated in Clarksdale, Miss.)

MISSOURI

KWOS, Jefferson City—CP issued to Tribune Printing Co., publisher of *Jefferson City Capitol-News* and *Post-Tribune;* 100 watts daytime on 1310 kc.

KXOK, St. Louis—CP issued to Star-Times Publishing Co. (Elzey Roberts and John C. Roberts Jr.), also owners of KFRU, Columbia, Mo.; 1,000 watts on 1250 kc. (Grant suspended pending litigation.)

MONTANA

KDNC, Lewiston—CP issued to Democrat-News Inc. (Harry E. Lay, E. G. Ivins and Tom Stout); 100 watts on 1200 kc.

NEW YORK

WNNY, Watertown — CP issued to Black River Valley Broadcasts Inc. (Henry A. Wise, president); ownership interlocks with WFBL, Syracuse; 100 watts night and 250 watts to sunset on 1420 kc. (CP pending rehearing).

ASK YOUR LOUISVILLE DEALERS, BOYS!

When you look us up in "Radio Rates", WAVE is just another column of type. And we realize that lots of fellows are likely to think that 1000-watt stations are pretty small shakes. *But ask your Louisville dealer,* who probably isn't thinking of anything but the fact that in Louisville, WAVE alone brings in all the good things sent out by N. B. C. He'll tell you that WAVE covers the Louisville trading area, and he'll probably advise you to use us. . . This isn't a suggestion —it's a *dare!*

National Representatives
FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

AGAIN!
first
in Chicago

. . . FIRST In Percentage of Commercially Sponsored Programs
. . . FIRST In Number of Chicago Accounts
. . . FIRST In Number and Duration of Repeat Contracts and Steady Accounts
. . . FIRST In Results Per Dollar Spent

1000 AND 500 WATTS
WGES
—Under Personal Management of GENE T. DYER

These Stations Sell RESULTS!

WCBD
5000 WATTS
CHICAGO

WSBC
100 WATTS
CHICAGO

WEMP
100 WATTS
MILWAUKEE

NEW MEXICO

*KLAH, Carlsbad — CP issued to Carlsbad Broadcasting Co. (Jack W. Hawkins, Barney H. Hubbs, A. J. Crawford and Harold Miller); 100 watts on 1210 kc.

KAWM, Gallup—CP issued to A. W. Mills; 100 watts on 1500 kc.

NORTH CAROLINA

WFTC, Kinston—CP issued to Jonas Weiland, radio engineer; 100 watts night and 250 watts to local sunset on 1200 kc.

WAIR, Winston-Salem—CP issued to C. C. Hill, George D. Walker and Susan H. Walker; 250 watts to local sunset on 1250 kc.

NORTH DAKOTA

KRMC, Jamestown—CP issued to Roberts McNab Co. (Arthur L. Roberts, R. B. McNab and A. J. Breitbach); 100 watts on 1310 kc., to share time with KVOX, new station in Moorhead, Minn.

*KOVC, Valley City—CP issued to George B. Bairey; 100 watts on 1500 kc.

OHIO

*WBLY, Lima—CP issued to Herbert Lee Blye; 100 watts daytime on 1210 kc.

SOUTH CAROLINA

WOLS, Florence—CP issued to O. Lee Stone; 100 watts daytime on 1200 kc. (grant suspended pending litigation).

SOUTH DAKOTA

*KOBH, Rapid City—CP issued to Black Hills Broadcast Co. (Robert Lee Dean, C. A. Quarnberg and H. C. Jewett Jr.); 100 watts on 1370 kc.

KELO, Sioux Falls — CP issued to Sioux Falls Broadcast Association Inc., operator of KSOO, Sioux Falls; 100 watts on 1200 kc.

TENNESSEE

*WAPO, Chattanooga—CP issued to W. A. Patterson, oil dealer; 100 watts daytime on 1420 kc.

TEXAS

*KRBC, Abilene — CP issued to Reporter Broadcasting Co. (*Abilene Reporter*, M. B. Hanks, George S. Anderson and Houston Harte); 100 watts on 1420 kc.

*KBST, Big Spring—CP issued to Big Spring Herald Broadcasting Co. (Joe Galbraith, M. B. Hanks and Houston Harte); 100 watts on 1500 kc.

KAND, Corsicana — Navarro Broadcasting Association (J. C. West, president); 100 watts on 1310 kc.

KROD, El Paso—CP issued to Dorrance D. Roderick, publisher of *El Paso Times*; 100 watts on 1500 kc.

KOCA, Kilgore—CP issued to Oil Capital Broadcasting Association (James G. Ulmer, president, is also manager of KGKB, Tyler); 100 watts on 1210 kc.

*KPLT, Paris—CP issued to North Texas Broadcasting Co. (A. G. Mayse, president, M. B. Hanks and Houston Harte, stockholders); 100 watts daytime on 1500 kc.

*KRRV, Sherman—CP issued to Red River Valley Broadcasting Corp. (George H. Wilcox, publisher of *Sherman Democrat*, president); 100 watts daytime on 1310 kc.

*KTEM, Temple—CP issued to Bell Broadcasting Co. (same ownership as *Temple Telegram*); 100 watts daytime on 1370 kc.

UTAH

KSUB, Cedar City — CP issued to Harold Johnson and Leland M. Perry; 100 watts on 1310 kc.

KUTA, Salt Lake City — CP issued to Utah Broadcasting Co. (Frank C. Carman, David G. Smith and Grant Wrathall); 100 watts on 1500 kc.

*KEUB, Price—CP issued to Eastern Utah Broadcasting Co. (Sam G. Weiss); 100 watts on 1420 kc.

WEST VIRGINIA

WBLK, Clarksburg—CP issued to Clarksburg Exponent Co. (John A. Kennedy); 250 watts daytime on 1370 kc.

WISCONSIN

WEAU, Eau Claire—CP issued to Central Broadcasting Co. (Ben McGivern, Morgan Murphy, and Walter Bridges); 1000 watts daytime on 1050 kc.

WSAU, Wausau — CP issued to Northern Broadcasting Co. Inc. (M. F. Chapin and Donald R. Burt); 100 watts daytime on 1370 kc.

PUERTO RICO

WPRA, Mayaguez — CP issued to Puerto Rico Advertising Co. (Manuel Marin, et al); 100 watts on 1370 kc.

SUSTAINING Examiner M. H. Dalberg, the FCC Broadcast Division on Jan. 5 granted WJBO, Baton Rouge, La., authority to change frequency from 1420 to 1120 kc., and increase power from 100 to 500 watts. Hours are changed from unlimited to unlimited on all days except from 8 to 9 p. m. on Monday and Friday.

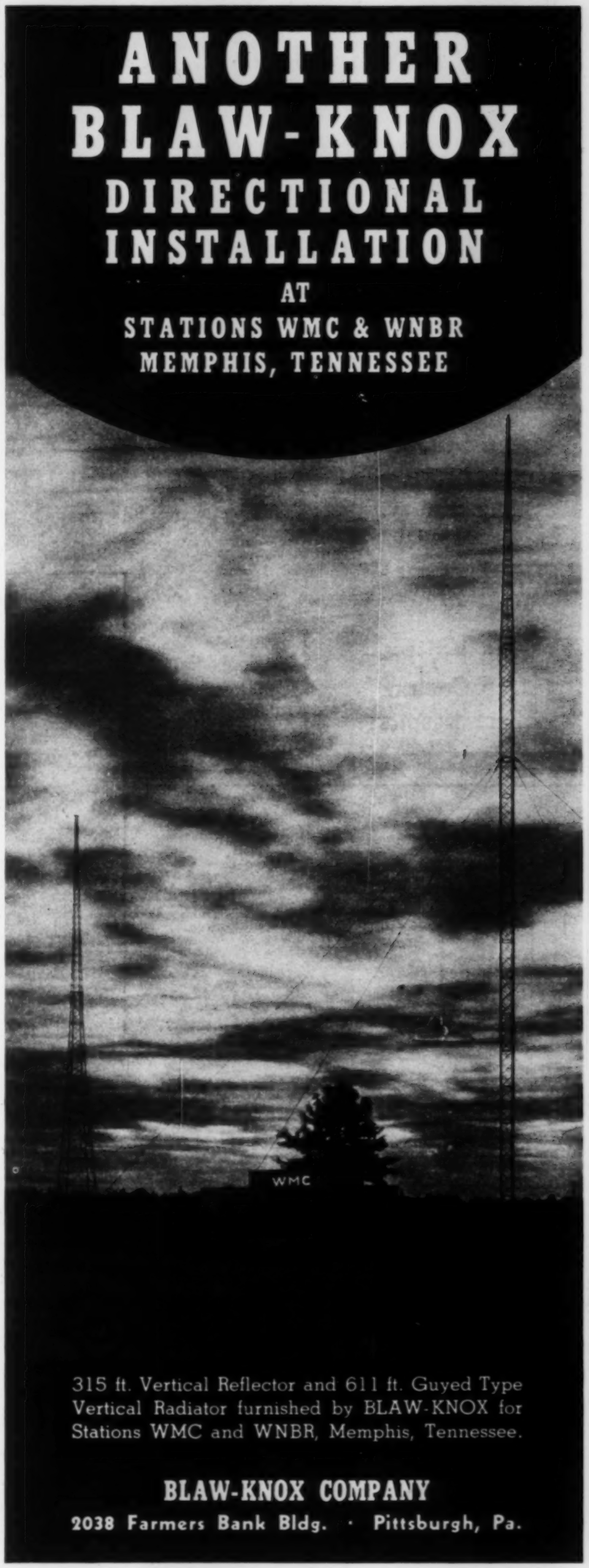
Tell your story to the 10th largest market in the United States through

WTCN

MINNEAPOLIS ST. PAUL

NOW A MEMBER OF THE BASIC BLUE NETWORK of the NATIONAL BROADCASTING COMPANY

Wesley Temple Bldg., Minneapolis. Minnesota Bldg., St. Paul.
FREE & PETERS, INC.—NATIONAL REPRESENTATIVES
New York, Chicago Detroit, Denver, Los Angeles, San Francisco, Seattle



ANOTHER BLAW-KNOX DIRECTIONAL INSTALLATION AT STATIONS WMC & WNBR MEMPHIS, TENNESSEE

315 ft. Vertical Reflector and 611 ft. Guyed Type Vertical Radiator furnished by BLAW-KNOX for Stations WMC and WNBR, Memphis, Tennessee.

BLAW-KNOX COMPANY
2038 Farmers Bank Bldg. · Pittsburgh, Pa.

Opportunity in Use of Fashion Programs Is Seen for Networks by E. P. H. James

A FEW examples of what has been done in broadcasting fashions were cited by E. P. H. James, sales promotion manager of NBC, in a talk before the Fashion Group Inc. in New York's Town Hall Jan. 6. Mr. James' address was devoted chiefly to the background of radio and radio advertising, and he frankly told the group that "not a great deal" has been done by radio in a national way as yet in the broadcasting of fashions, although considerable success has been met locally with this type of program and much more may be expected when television arrives.

"Currently," he said, "we have a program on the air which most of you may have heard—*The La Salle Fashion Show.* Briefly, this is a most interesting program designed to tie-up the style appeal in women's clothes with the style and quality features of the new La Salle. An important angle of this promotion is the merchandising which has been used to back up the program, including exclusive photos for fashion editors, more exclusive pictures and copies of a Paris cable for press syndicates, and all sorts of trade promotion including local fashion shows, and department store tie-ups. Dealers' showrooms and fashion salons have even swapped automobiles and gowns for display purposes. It was suggested to me that it would help you if I could quote some examples of a fashion broadcast that was not successful. Unfortunately, I have no facts which would enable me to do this for you. There have been relatively few fashion broadcasts of national scope, successful or unsuccessful.

John Taylor's Success

"I HAVE, however, numerous pieces of evidence to show that on local stations in many cities fashion broadcasts have been and are still being carried on with great profit to their sponsors.

"For instance, the John Taylor Store in Kansas City is now in its fourth year of sponsorship of Joanne Taylor's *Fashion Flashes* which are broadcast at 9 o'clock in the morning. They are friendly casual talks and the store reports new customers in 182 counties of Missouri, Kansas and surrounding states. John Taylor's is not a 'sale' type store but there have been many instances when featured articles mentioned on the air by Miss Taylor have sold out within a couple hours after store opening time.

HUNTSMAN—Out of the Ozarks comes this picture of Ralph D. Foster, president and commercial manager of KWTO-KGBX, Springfield, Mo., who bagged this 19-pound wild turkey on a hunting expedition early this month in the Ozark hills southeast of Springfield.

"Grayson's in Chicago (according to Vincent Edwards Radio Review) have sponsored a 15-minute 'man on the street' program, originating on the sidewalk directly in front of their windows. The store's stylist, Eve Barrett, describes the women's clothes displayed in the windows and asks women passers-by for their opinion on the styles. They also broadcast a 30-minute style review from their auditorium inviting customers in the store to attend the broadcast. I understand these programs have been extremely successful.

"Also, according to Vincent Edwards Review, Flah & Co. of Syracuse have been doing well with a women's newspaper of the air, in which the program continuity follows the make-up of a newspaper. Plugs for style merchandise are incorporated as featured editorial articles broadcast on the imaginary 'style and fashion page' of the radio newspaper. A couple of years ago a rather interesting fashion feature program was broadcast by the W. H. Roland store located in Bloomington, Ill. It was a trans-atlantic telephone conversation between a Paris fashion authority and a French teacher in Bloomington. The telephone conversation which was carried on in French was taken directly from the wires including all the steps of establishing the connection between Bloomington and Paris. After the trans-atlantic conversation was completed a translation was read and of course the whole broadcast was the subject of a tie-up campaign in newspapers and window displays. After the event was broadcast the fashion trends brought out in the conversation were used for further radio displays and promotion, thus carrying on the effectiveness of the single broadcast for some time.

"Most of us believe that the coming of television should provide the key to many more successful fashion broadcasts, when it will be possible not only to discuss and describe the styles, but also to demonstrate them visually to the radio audience. Fashion by television is a promise rather than a reality. All television of course, is undergoing intensive testing. There are no television programs — simply demonstrations.

"Yet experiments are already being made to see how women's clothes and accessories televise. On one of NBC's early demonstrations a six-minute fashion show was actually presented before the Iconoscope camera. Bathing suits, evening gowns, negligees, hats, furs and jewels have been tried out. It is safe to say that fashions will increase in importance as television program material.

"On the other hand, Betty Goodwin, NBC's fashion editor, tells me it is not yet safe to say what sort of clothes are 'television fashions'.

"Tobe, in her confidential letter to clients, urges stores to keep in touch with RCA and NBC so they may be first to launch television in their locality. At the moment we are rather embarrassed by quite a stack of letters from out-of-town stores asking where they can buy 'television fashions'. Of course, there are no such fashions—yet.

"Nor can anything be called 'television make-up'. The medium itself is changing. We have progressed, for instance, from a straight black and white make-up to one that resembles movie panchromatic—orange foundation with lip and eye accents of dark reddish brown or black. Tomorrow NBC's television performers may be experimenting successfully with an entirely different color scheme. In the matter of clothes, experiments have shown glossy fabrics to better advantage than dull ones. Pearls, by and large, televise better than diamonds. Bright red has surprised everyone by fading to a pale gray—almost white.

"But these things are unimpor-

WATL
Is Your Best
Bet in
ATLANTA
★
You Pay Less
To Get the
Best Results!

RESULTS
FOR SALE
(BARGAIN)

2 STATIONS
2 STATES
1 RATE

The combination of Intense Coverage and Listeners, who are able to buy, gets sales results for you on the WIS-WPTF Carolina Combination. Try it!

WIS
COLUMBIA, S. C.
5000 WATTS
NBC

WPTF
RALEIGH, N. C.
5000 WATTS
NBC

COVER THE CAROLINAS WITH THE
CAROLINA COMBINATION
Represented by FREE, JOHNS & FIELD

WMCA
NEW YORK'S
OWN STATION
leads in
STAGE
&
SCREEN
REVIEWS

tant. Television progress may change them any day. The thing that should make you fashion people prick up your ears—and open your eyes—is the tremendous promotion possibility of a medium which will, at a not too far distant day, make it possible to show a new style simultaneously and effectively to thousands of women in their own homes. Television will do this.

"Remember, too, that fashions may not only be televised direct from life in the television studio, but also from film, which means complete flexibility in time of presentation, to suit audiences in various cities.

"Many of you are probably wondering if television will develop its own designers as movies have done. I don't see why not. In fact the possibilities of the future development of fashion television seem to be endless, and I will not indulge in further flights of fancy."

Ripley's Food Sponsors

STANDARD BRANDS Inc., New York (Fleischmann Yeast for Bakers) on Jan. 3 renewed its time period on 62 NBC-Blue network stations, Sundays, 7:30-8 p. m., for 52 weeks. Robert (Believe It or Not) Ripley will continue to be heard until June when a new lead will be selected. Ozzie Nelson's orchestra with Harriet Hilliard will remain on the program. General Foods Corp., New York, through Benton & Bowles Inc., New York, has taken an option on Ripley's services and may star him in a new series for Post Toasties during the summer. J. Walter Thompson Co., New York, has the Standard Brands account.

UNICAMERAL—Opening on Jan. 5 of Nebraska's one-house legislature, the first unicameral lawmaking body in this country, was broadcast over WOW, Omaha from Lincoln. Here Foster May, special events man of WOW, is shown interviewing Senator George W. Norris, who fathered the unicameral idea and who explained to the radio audience what it means and how it will work.

Erwin, Wasey in Chicago

ERWIN, WASEY & Co. Inc., New York, has reconsidered its decision to close its Chicago office at 230 N. Michigan Ave., which operates as Erwin, Wasey & Co., Ltd., and is carrying on in Chicago with a skeleton force. C. R. Vail, for more than ten years with the New York and London offices of the company, has assumed charge of the Chicago office, and Holland Engel remains as radio director, in charge of weekly NBC broadcasts of the Carnation Co., Milwaukee (canned milk), which the agency retains.

SEATTLE **KVI** TACOMA

CBS Affiliate

Announcing New Rates!

(Extended to March 1, 1937)

KVI is now greater! 5000 watts day power! All new equipment! New salt water location! INTENSE COVERAGE of TWO metropolitan markets—Seattle and Tacoma—plus all the rich Puget Sound area as a bonus!

One Year Protection

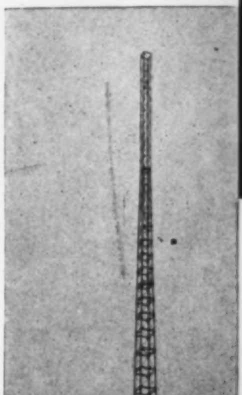
Contracts signed before March 1, 1937 get one year protection at the old low rate

●

Ask FREE & PETERS, INC., National Representatives, for complete details

One More—One More—One More—
More—One More—One More—One
One More—One More—One More—
More—One More—One More—One
One More—One More—One More—
More—One More—One More—One
One More—One More—One More—

BLAW-KNOX VERTICAL RADIATOR



"Repetition is reputation"

The ever growing list of Blaw-Knox Vertical Radiator Installations represented by hundreds of Broadcasting Stations throughout the world suggests a preference for Blaw-Knox engineering and construction.

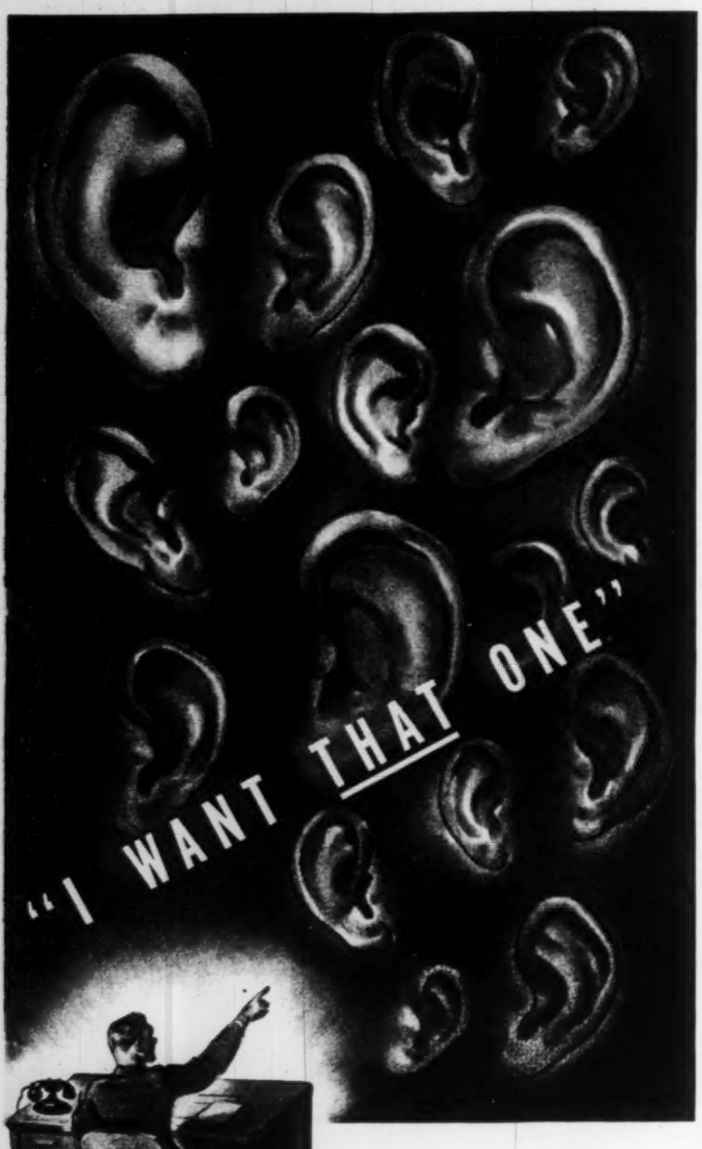
The illustration at the left shows the 179 ft. Vertical Radiator furnished by Blaw-Knox for

STATION WBNY
Buffalo, New York

If you plan improvements in your antennae it will pay you to consult.

One More—
More—One
One More—

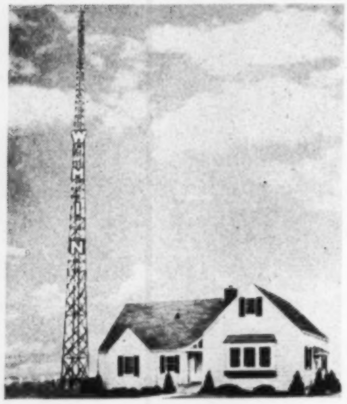
BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING
PITTSBURGH · PENNSYLVANIA



WHENEVER there's a doubt, a question, a suggestion—the telephone will pick the one ear you want to reach out of millions. Regardless of distance, the telephone will put you in touch with this sponsor, that artist, director, technician, or network station.

For any industry which depends upon speed and accuracy, the essence of telephone service is two-way understanding—in minimum time. The telephone is your assistant. Always ready. Always efficient. And yet a very small item on the "payroll."

BELL SYSTEM
AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES



MIDWAY—Between the Twin Cities is the WMIN building, housing broadcasting facilities, studios and administrative offices.

ARRL Elects Officers

R. H. G. MATHEWS, partner in the Ford, Browne & Mathews agency, Chicago, last month was elected director of the Central Division, American Radio Relay League, radio amateur organization, along with E. C. Stockman, of Denver. Mr. Mathews is a veteran "ham", having been active in amateur affairs since 1912 and having served as vice-president of the ARRL in 1919-20. His amateur transmitter has the call W92ZN. Reelected to the ARRL directorate were Kenneth T. Hill, Douglaston, Long Island, Hudson Division; Percy C. Noble, Westfield, Mass., New England Division; Ralph J. Gibbons, Pendleton, Ore., Northwest Division; H. L. Caveness, Raleigh, N. C., Roanoke Division; Charles E. Blalack, El Centro, Cal., Southwestern Division; Wayland M. Groves, Neches, Tex., West Gulf Division.

Western Electric Changes

DOUGLAS F. G. ELIOT, personnel director of Western Electric Co., on Jan. 1 was elevated to the post of general commercial manager, succeeding Frederick B. Gleason, who retired. Mr. Gleason had been with WE since 1904, Mr. Eliot since 1911. Gustaf A. Johnson takes Mr. Eliot's place and in turn is succeeded by David W. Reid, whose post is filled by Beecher H. Clark. J. Kenneth Crosland becomes assistant comptroller.

EMPLOYES of WKBH, La Crosse, shared in a bonus amounting to 5% of their 1936 salary, according to Otto M. Schlabach, president of WKBH Inc. The bonus was not paid to officers.

STELLI

Cutting Needles
for all acetate blanks

Here's what a user says: "One needle cut fifteen 15-minute transcriptions before even a trace of surface noise appeared." Original cost, 75c each. Replaced indefinitely, 25c each.

Harder than steel. Tougher than sapphire. Hand-lapped with diamond dust.

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

IN THE CONTROL ROOM

PAUL B. CRAM has been named chief engineer of WSGN, Birmingham, succeeding S. L. Hicks, who remains on the staff.

RAY BIRD, for two years assistant chief engineer of WGAR, Cleveland, resigned Jan. 1 to join Astatic Microphone Co., Youngstown, as chief engineer.

PAUL WILLIAMS, on the technical staff of KYA, San Francisco, for more than two years, has been placed in charge of program routing in the control room, coordinating with the traffic department of the California Radio System, new regional network, to which the station is linked.

CHAUNCEY E. DOWNEY, who resigned as chief engineer of KROW, Oakland, last June to become broadcast research engineer for the Techna Corp., San Francisco manufacturers of broadcasting, public address and recording equipment, has returned to that station's technical staff. He replaces Hobart P. Davis, who resigned from KROW to join the technical department of KYA, San Francisco.

JACK ELLIS has resigned as promotion and advertising manager of Techna Corp, San Francisco manufacturers of broadcasting, public address and recording equipment and moved to Hollywood. Prior to joining Techna Corp., last June, Ellis was for a year advertising manager of the broadcast division of Remler Co. Ltd., San Francisco.

RALPH J. CORDINER, formerly manager of the GE radio sales division and chairman of its radio management committee, has been named assistant manager of the appliance and merchandise department.

CHARLES W. ROBINSON, formerly of WWSW, Pittsburgh, has joined WCAU, Philadelphia.

EDWARD SCATTERDAY, formerly of WCAE, Pittsburgh and for five years in the AT&T research department, has joined the engineering staff of WFIL, Philadelphia.

ARNOLD NYGREN, engineer of WFIL, Philadelphia, has announced his engagement to Miss Elaine James, of Merchantville, N. J.

SERENO E. SMITH, engineer of WGAR, Cleveland, is the father of a baby boy born Jan. 9.

CHARLES BUTLER, veteran NBC Chicago engineer, and his wife, the former Gertrude Williams, NBC actress, are parents of a daughter, Marilyn, born Dec. 23.

ROBERT WALKER has resigned as announcer-technician at KRE, Berkeley, Cal., to join the technical staff of KLX, Oakland, Cal. His successor at KRE is Robert Glenn, new to radio.

Sterling Promoted

G. E. STERLING, inspector in charge of the fourth radio district of the FCC in Baltimore, on Jan. 4 was promoted to assistant chief, field section, of the FCC engineering department, headquartering in Washington. In his new post, he becomes assistant to W. D. Terrell, chief of the field section. Mr. Sterling was succeeded in Baltimore by C. A. Ellert, for several years on the fourth district staff as a radio inspector.

"A" CUT CRYSTALS
(Approved by FCC)
With mounting ______$50.00
Hollister Crystal Co.
WICHITA, KANSAS

IN THE FLESH!

Out of 110½ Federally authorized hours on the air each week, 143 WWVA studio programs present talent "in the flesh". Of these 143 "live" shows, 87 are commercial and 56 sustaining.

It is through the friendly entertainers who handle these 143 weekly shows that we have been able to develop a station personality which has made WWVA an up-and-going broadcasting station — a station known to thousands in Eastern Ohio, Western Pennsylvania and Northern West Virginia as "The Friendly Voice From Out of the Hills of West Virginia"!

We have long since learned that radio listeners are inspired to *BUY* in a substantial degree because of their liking for radio entertainers and station friendliness—in fact, in some cases, more so than by their needs or the merit of the product advertised.

And so we march into 1937 with the battle cry of "More power to top products and friendly entertainers to put them over"! We have the friendly entertainers and the listeners who listen with attentive ears!

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

INAUGURAL PLANS—With networks preparing for the inauguration of President Roosevelt Jan. 20, NBC sent Phil Merryman (left), Washington operations supervisor, with pack transmitter, and George McElrath, eastern division operations engineer, to look over construction of stands in front of the Capitol and to test shortwave reception from that point.

The President's Message

ALL national and practically all regional hookups and nearly half the stations in the United States, along with many in foreign lands picking it up by shortwaves, heard President Roosevelt's address to Congress Jan. 6, with the major networks having their ace announcers and engineers on hand. In New York most of the independent stations hooked up with one or the other of the networks, a usual courtesy in cases of presidential addresses. Numerous recordings of the message, heard at 2 p. m. (EST) were made, and in many instances stations repeated it the same evening. Now the network organizations are busy laying plans for elaborate coverage of the inauguration ceremonies at Washington Jan. 20.

Appeals 640 Case

ASKING THAT the decision of the FCC in the long-pending "640" case, involving proposed breaking down of that clear channel, be remanded for further consideration, WCSH, Portland, Me., and the Eastland Co. of Portland submitted to the U. S. Court of Appeals for the District of Columbia on Jan. 5 a joint brief holding that the FCC decision was invalid. The Broadcast Division, in deciding the case last May, denied a dozen applications including those of the appellant involving the 640 kc. channel but granted the application of the Portland Broadcasting System for a new daytime station on the 640 channel with 500 watts. The appellants contended that the decision of the Broadcast Division was invalid because it was made by a division, the majority of which neither heard the evidence nor passed upon the examiner's report. Further, it was contended that the order and decision were in violation of the rule against repetition of applications and that the Portland Broadcasting System, in which the *Portland Press-Herald* and *Express* are interested, had not made a showing that it was financially able to construct and operate the station.

EMPLOYES of WGAR, Cleveland, were informed at a holiday party that they were receiving a 10% bonus.

PROGRAM EXECUTIVE
DESIRES NEW CONNECTION

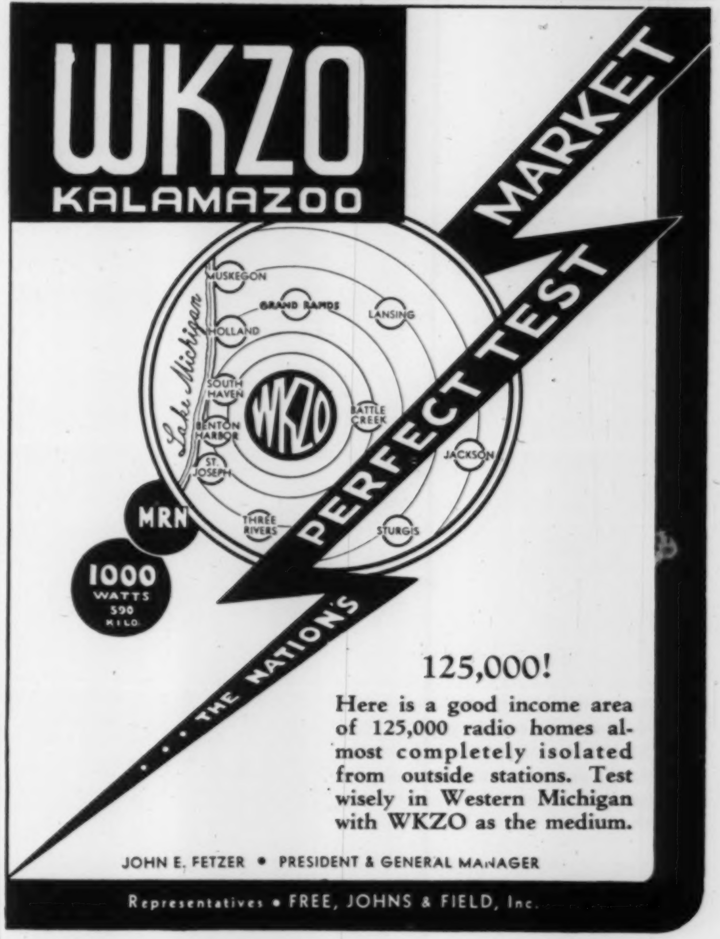
●

SIX YEARS' RADIO EXPERIENCE
INCLUDING POSITIONS AS
PROGRAM DIRECTOR
CONTINUITY MANAGER
ANNOUNCER
INCLUDING WEEKLY NATIONWIDE NBC FEATURE
AND IN PRODUCTION

+ PREVIOUS ADVERTISING EXPERIENCE

Now Employed — Excellent References

Requests For Details and Photo Invited
BOX 604 — BROADCASTING



125,000!

Here is a good income area of 125,000 radio homes almost completely isolated from outside stations. Test wisely in Western Michigan with WKZO as the medium.

JOHN E. FETZER • PRESIDENT & GENERAL MANAGER

Representatives • FREE, JOHNS & FIELD, Inc.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

WBAL, Baltimore

Sherwood Brothers Inc., Baltimore (Betholine), 51 *sa*, thru Van Sant, Dugdale & Co., Baltimore.

Webster-Eisenlohr Inc., New York (cigars), 78 *sa*, thru N. W. Ayer & Co. Inc., Philadelphia.

Guenther Brewing Co., Baltimore, 7 *sp*, thru I. A. Goldman Co., Baltimore.

Resinol Chemical Co., Baltimore (soap, ointment), 312 *sa*, thru L. A. Sandlass, Baltimore.

Chesapeake & Potomac Telephone Co. of Md., Washington, 12 *sa*, direct.

Olson Rug Co., Chicago (rugs), 30 *sp* thru Presba, Fellers & Presba Inc., Chicago.

Mengels Herold Co. Inc., Baltimore (King syrup), 52 *sa*, thru Brown-Alexander Inc., Baltimore.

Sleetex Co., New York (auto accessories), 3 *sa*, thru Humbert & Jones Adv., N. Y.

Continental Oil Co., Ponca City, Okla. (Conoco), 39 *sp*, thru Tracy-Locke-Dawson Inc., N. Y.

Armin Varady Inc., Chicago (Varady of Vienna cosmetics), 14 *sp*, thru Baggaley, Horton & Hoyt Inc., Chicago.

Free State Brewing Co., Baltimore (beer), 1248 *sa*, thru Harry J. Patz Co., Baltimore.

Standard Oil Co. of N. J., New York (Esso), 1248 *sp*, thru Marschalk & Pratt Inc., N. Y.

Scott Paper Co., Chester, Pa. (towels), 78 *sa*, thru J. Walter Thompson Co., N. Y.

WHK, Cleveland

American Pop Corn Co., Sioux City, Ia., weekly *sp*, thru Coolidge Adv. Co., Des Moines.

Royal Lace Paper Works Inc., New York (doilies), 3 weekly *t*, thru Lawrence C. Gumbinner, N. Y.

Capital City Products Co., Columbus (Dixie Margarine), 5 weekly *sa*, thru J. Horace Lytle Co., Dayton.

Arrow Distillers Inc., Peoria, Ill., 6 weekly *sa*, thru Gordon Vlchek Adv. Agency, Cleveland.

Wm. A. Sheaffer Pen Co., Madison, Wis., 5 weekly *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.

WSPD, Toledo

Lake Shore Electric Railway, Sandusky, O., 10 *sa*, thru Campbell-Sanford Adv. Co., Cleveland.

Scott Paper Co., Chester, Pa., (towels), 39 *sa*, thru J. Walter Thompson Co., N. Y.

Ford Motor Co., Detroit, 25 *sa*, thru N. W. Ayer & Son Inc., N. Y.

Purity Bakeries, Chicago, 5 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.

Chrysler Corp., Detroit (autos), 100 *sa*, thru Ruthrauff & Ryan Inc., N. Y.

WHAM, Rochester

Benjamin Moore & Co., New York (paint), weekly *sp*, direct.

Bernard Perfumers, St. Louis (Love Charm), 2 *sp*, thru Hilmer V. Swenson Co., St. Louis.

New York Telephone Co., Rochester, 4 *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Rochester Gas & Electric Corp., Rochester, weekly *sp*, direct.

WJAY, Cleveland

Crazy Water Crystals Co., Mineral Springs, Tex., 3 weekly *t*, thru Luckey Bowman Inc., N. Y.

WMAQ, Chicago

American National Bank & Trust Co. of Chicago, 104 *sp*, thru Charles Daniel Frey Co., Chicago.

WBT, Charlotte, N. C.

Bona Allen Inc., Buford, Ga. (shoes), 6 weekly *sa*, thru Groves-Keen Inc., Atlanta.

Standard Oil Co. of N. J., New York (Esso), 24 weekly *sp*, thru Marschalk & Pratt Inc., N. Y.

M. L. Clein & Co., Atlanta (Mentho-Mulsion), 7 weekly *sa*, thru Loeb Adv. Agency, Atlanta.

Vick Chemical Co., New York (Vaporub), 1 *ta*, thru Morse International Inc., N. Y.

Dodge Bros. Corp., Detroit (autos), 9 *ta*, thru Ruthrauff & Ryan Inc., N. Y.

American Products Co., Cincinnati (Albert Mills food), 3 *t*, thru Matteson-Fogarty-Jordan Co., Chicago.

John B. Daniel, Atlanta (proprietary), 26 *sa*, thru Groves-Keen Inc., Atlanta.

KDYL, Salt Lake City

Interstate Transit Lines, Omaha (bus line), 5 *sp*, thru Beaumont & Hohman Inc., Omaha.

Union Pacific Railroad, Omaha, 156 *sa*, thru Caples Co., Los Angeles.

Union Pacific Railroad, Omaha, 12 *t*, thru Caples Co., Los Angeles.

General Foods Corp., New York (Log Cabin syrup), 13 *t*, thru Benton & Bowles Inc., N. Y.

WIP, Philadelphia

P. J. Ritter Co., Bridgeton, N. J. (catsup), 5 weekly *sa*, thru Geare-Marston Inc., Philadelphia.

Christian Science Committee on Publications, Philadelphia, weekly *t*, thru Aaron E. Brandt Agency, Philadelphia.

WKRC, Cincinnati

Scott Paper Co., Chester, Pa. (towels), 3 weekly *sa*, thru J. Walter Thompson Co., N. Y.

WGN, Chicago

Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes), 3 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.

KGO, San Francisco

Eopa Co., San Francisco, (home remedies), 2 weekly *sp*, thru Doremus & Co., San Francisco.

KFRC, San Francisco

Carter Medicine Co., New York, (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.

WOAI, San Antonio

Practical Drawing Co., Dallas, weekly *sp*, thru Beaumont & Hohman Inc., Dallas.

Bethlehem Steel Co., York, Pa., 3 weekly *t*, direct.

Ironized Yeast Co., Atlanta (proprietary) 2 weekly *t*, thru Ruthrauff & Ryan, New York.

Imperial Sugar Co., Sugarland, Tex., 3 weekly *t*, thru Tracy-Locke-Dawson Inc., Dallas.

American Pop Corn Co., Sioux City, Ia., weekly *sp*, thru Coolidge Adv., Co., Des Moines.

Chrysler Corp., New York (Dodge), 7 weekly *ta*, thru Ruthrauff & Ryan Inc., N. Y.

Hawk & Buck Co., Fort Worth, weekly *sp*, direct.

Kellogg Co., Battle Creek (food), 3 weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.

WOOD-WASH, Grand Rapids

National Carbon Co., New York (Eveready), 39 *t*, thru J. M. Mathes Inc., N. Y.

Dr. Salsbury's Laboratories, Charles City, Ia. (chick feed), 13 *t*, 52 *ta*, thru N. A. Winter Adv., Des Moines.

Morley Bros., Saginaw (radios), 20 *sa*, thru Advertisers Guild, Detroit.

Black Eagle Oil Co., Milwaukee (gasoline), 100 *sa*, direct.

Kroger Grocery & Baking Co., Cincinnati (food), 13 *hp*, direct.

KSFO, San Francisco

John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 3 weekly *sp*, thru Henri, Hurst & McDonald Inc., Chicago.

Boston Food Products Co., Boston, (Prudence Brand Corned Beef Hash) 2 weekly *sp*, thru Ferry-Hanly Co., N. Y.

Wheatena Corp., Rahway, N. J. cereal), 3 weekly *t*, thru Rohrabaugh & Gibson, Philadelphia.

KDKA, Pittsburgh

Standard Oil Co. of New Jersey, New York, 1248 *sp*, thru Marschalk & Pratt, Inc., N. Y.

Smith Brothers, Poughkeepsie, N. Y., (cough drops), 65 *sa*, thru Brown & Tarcher Inc., N. Y.

WENR, Chicago

Peter Hand Brewery Co., Chicago (Meister Brau beer), weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.

WOR, Newark

Registration & Air Conditioning Institute, Chicago, weekly *t*, thru Critchfield & Co., Chicago.

California Packing Co., San Francisco (Del Monte food), 3 weekly *sp*, thru McCann-Erickson Inc., N. Y.

Drums Inc., Detroit (chemicals), 2 weekly *sp*, thru C. C. Winningham Inc., Detroit.

Purity Bakeries Service Corp., Chicago (Taystee bread), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

Modern Industrial Bank, New York (loans), 3 weekly *sp*, thru Metropolitan Adv. Co., N. Y.

Chappel Brothers, Rockford, Ill. (Ken-L-Ration), 3 weekly *t*, thru C. Wendel Muench & Co., Chicago.

Drackett Products Co., Cincinnati (Drano), 2 weekly *t*, thru Ralph H. Jones Co., Cincinnati.

Journal of Living Publications Corp., New York, 3 weekly *sp*, thru Schillin Adv. Corp., N. Y.

Hoffman Beverage Co., Newark (beer), 3 weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Anderson Co., Gary, Ind. (Sleet Master), weekly *sp*, thru Schwab & Beatty Inc., N. Y.

Johnson Educator Food Co., Cambridge (Crax), 6 weekly *sp*, thru John W. Queen, Boston.

Sitroux Co. Inc., New York (cosmetics, etc.), weekly *sp*, 2 weekly *sa*, thru Franklin Bruck Adv. Corp., N. Y.

WICC, Bridgeport

Ironized Yeast Co., Atlanta (proprietary), 26 *ta*, thru Ruthrauff & Ryan Inc., N. Y.

Johnson Educator Food Co., Cambridge (Crax), 6 weekly *sa*, thru John W. Queen, Boston.

Loose Wiles Biscuit Co., Long Island City (crackers), 130 *sa*, thru Newell-Emmett Co. Inc., N. Y.

R. V. Sullivan Inc., Manchester, N. H. (cigars), 249 *sa*, thru Broadcast Adv. Inc., Boston.

WBBM, Chicago

Aurora Laboratories, Chicago (Clear Again cold remedy), weekly *sp*, thru Aubrey, Moore & Wallace Inc., Chicago.

Plough Inc., Memphis (Penetro), 6 weekly *sa*, thru Lake-Spiro-Cohn Inc., Memphis.

Twenty Grand on Air

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes) within the past fortnight has launched its first radio effort on behalf of this 10-cent cigarette. On Jan. 4 the sponsor took time on WNEW's *Make Believe Ballroom*, a participation program three times weekly, and on Jan. 5 started Bob Newhall in a series of three quarter-hour sports broadcasts weekly on WLW, Cincinnati. McCann-Erickson Inc., New York, handles the account.

Corzon Tests in Chicago

CORZON Corp., Chicago (Corzon cold remedy) on Jan. 11 started *Time To Sing*, an informal quarter-hour of hot music featuring a trio, a guitar soloist and an orchestra, broadcast on WBBM, Chicago, Mondays, Wednesdays and Fridays, 6:30-6:45 p. m. (CST). Program is a 13-week test, placed through the Chicago office of Ruthrauff & Ryan Inc.

Lucidin Introduced

TO INTRODUCE Lucidin, a new eye lotion, Lucidin Co., New York, through its advertising agents, Platt-Forbes Inc., New York, on Jan. 6 started a thrice-weekly quarter-hour program on WMCA, New York.

QUIET PLEASE

Rockefeller Center Weekly

"Remember now, when he says 'I hear a dog!', that's your cue."

RADIO ADVERTISERS

ONTARIO BISCUIT Co., Buffalo, N. Y., has appointed Addison Vars Inc., that city, as its advertising counsel. Plans, although not completed, will include radio as the major medium.

NATIONAL LIFE & Accident Insurance Co., Nashville, through C. Ellsworth Wylie Co., Los Angeles agency, on Jan. 4 renewed its contract with KHJ, Los Angeles, for another 52 weeks. The program is a five-day-a-week noon quarter-hour *Your Friendly Counsellor*, conducted by Ben Sweetland.

LARUS & BROS. Co., Richmond (Edgeworth tobacco) on Jan. 9 shifted its transcribed series *Moments You Never Forget* from WHK to WTAM in Cleveland and on Jan. 16 will shift in Detroit from CKLW to WJR. Marschalk & Pratt Inc., New York, has the account.

PAGE BELVEDERE Ltd., New York (Hands detergent and softener) is placing its advertising through Vox Co. of Adv. Inc., New York.

LUCIDIN Co. Inc., New York (proprietary, eye lotion), has named Platt-Forbes Inc., New York, as agency. It is said to be planning a campaign to include radio.

COLLYRIUM Inc., New York (I-Kleer preparation) has placed its account with Vox Co. of Adv. Inc., New York.

BISCEGLIA BROS., St. Helena, Cal. (wine) has named Dake Adv. Agency Inc., San Francisco, to handle national advertising.

COPELAND REFRIGERATION Corp., Detroit, is advertising through Baldwin and Strachan Inc., Buffalo.

CAMPANA SALES Co., Batavia, Ill., is moving *Moon Glow Melodies*, currently on WMAQ, Chicago, in the interests of Moon Glow nail polish, to Thursday evenings on an NBC western hookup early in February. Program, which features Wayne Van Dyne, romantic tenor, and Emily Lee, fashion commentator, will henceforth originate in Hollywood and be piped east as far as Chicago. Agency: Aubrey, Moore & Wallace Inc., Chicago.

CALIFORNIA CONSERVING Co., San Francisco (C-H-B food products), on Feb. 16 adds WBAP, Fort Worth; KPRC, Houston; WOAI, San Antonio and WKY, Oklahoma City, to the NBC-Pacific Red carrying *CHB Studio Party*.

PURITAN MILLS Inc., Chicago (flour), has placed its account with Needham, Louis & Brorby Inc., Chicago. A test campaign for Pie-Oh-My, a prepared pie-crust flour, is being planned to run in the early spring, using newspaper space in one city and radio time in another simultaneously.

J. P. KENNEDY, formerly an account executive of the Fensholt Co., Chicago, has joined the Triumph Mfg. Co., Chicago (radio and electrical appliances), as advertising and sales manager.

MILES LABORATORIES Inc., Chicago (Alka-Seltzer) on Jan. 4 shifted its Italian language program from WPRO, Providence, to WSAR, Fall River, Mass. The quarter-hour program is broadcast six days weekly. Wade Adv. Agency, Chicago, has the account.

J. LEWIS ASSOCIATES

Public Relations Counsel
Specializing in Radio
Hotel Roosevelt New York

A MODEL HOBBY
E. K. Cargill Makes Little Gas-Powered Planes

WHILING his few idle hours away at a hobby that has fascinated him since boyhood, E. K. Cargill, president and manager of WMAZ, Macon, Ga., builds gas-powered model airplanes as a pastime, and has just completed construction of one that has a wingspan of eight feet powered by a one-third horsepower single-cylinder engine. The little craft really flies and was designed and built in every detail by Mr. Cargill himself, using no kit or set of plans.

It is Mr. Cargill's plan to stage a model airplane endurance contest sponsored by WMAZ, because gas model planes are becoming a nationwide sport. He has always been interested in aeronautics and some months ago he completed a model that had a one-sixth horsepower engine, the motor turning about 8,000 r.p.m. The little craft could fly 15 to 30 miles an hour—and in its initial tryout flew away and has not yet been found.

KFBB-Tribune Tieup

ACQUISITION of a 10% interest in Buttrey Broadcast Inc., operating KFBB, Great Falls, Mont., by the *Great Falls Tribune*, was announced Jan. 2. Control remains with F. A. Buttrey, prominent Montana business man, who holds 70%. By the affiliation, four news periods daily prepared by the *Tribune* are being broadcast from a remote studio in the *Tribune* building. Alex Warden, business manager of the *Tribune*, has become a member of the KFBB board. Mrs. Jessie Jacobsen, general manager of KFBB, is also a 10% stockholder. The *Tribune* has dropped its new station application.

WATR, Waterbury, Conn., on Jan. 1 became affiliated with the Inter-City Broadcasting System, Eastern seaboard regional network, WPRO, Providence, retained its Inter-City affiliation, although on Jan. 1 it joined CBS.

national foreign
language broadcasting
service

It's in one ear *and*
out the other
when you don't speak
their language

viola & furman
152 w. 42nd st., new york

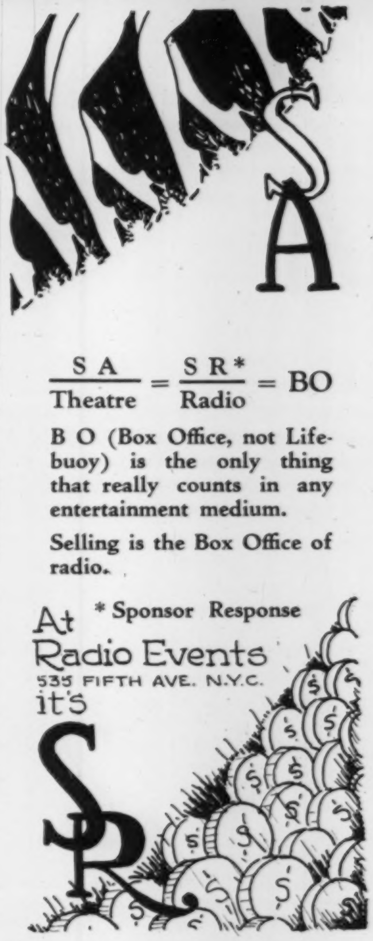
McCosker Is Named Head Of New York Fair Group

APPOINTMENT of Alfred J. McCosker, president of WOR and Mutual chairman, as chairman of the voluntary committee to distribute New York World's Fair of 1939 4% debentures among broadcasting companies was announced Jan. 5 by Richard Whitney, chairman of the New York World's Fair bond sales committee. Mr. McCosker's committee is one of 62 similar volunteer groups which have been organized to distribute a total of $27,829,500 of debentures. All told, more than 1,600 businessmen in the New York metropolitan area have been listed in the campaign to finance the Exposition up to the time of its opening, April 30, 1939.

Mr. Whitney announced that Harrison K. McCann, president of McCann-Erickson Inc., heads the advertising agency committee with Edwin G. Martin, director of the *Brooklyn Daily Eagle*, as chairman of the newspaper publishers committee and James L. Kilpatrick, president of the New York Telephone Co., as chairman of the communications division.

THE 200th program of the John Hix *Strange as It Seems* series for Gilmore Oil Co., Los Angeles, through the Raymond R. Morgan Co., Hollywood agency, on Dec. 29 also marked the transfer of the program from KHJ and the Don Lee-CBS network to KNX and West Coast CBS stations.

NEARLY 1,000 orchestrations, including popular, classical and semi-classical numbers, were given by KSTP, St. Paul, to the Minnesota WPA orchestra.



$\frac{\text{S A}}{\text{Theatre}} = \frac{\text{S R*}}{\text{Radio}} = \text{BO}$

B O (Box Office, not Lifebuoy) is the only thing that really counts in any entertainment medium.

Selling is the Box Office of radio.

*** Sponsor Response**

At
Radio Events
535 FIFTH AVE. N.Y.C.
it's

"We go out and get 'em!"

WBAL picked up 154 remote broadcasts during 1936. WBAL is always on the scene when it happens in Maryland!

Outstanding programs have given WBAL a mass audience. A mass audience buys!

Use WBAL's receptive audience to promote the sale of your product in Baltimore and Maryland. You can sell through WBAL at the lowest cost per listener of any station in Maryland!

WBAL

Maryland's Only Clear Channel High Power Station
BALTIMORE, MARYLAND

National Representative: HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS

XUM

STUDIO AND PROGRAM NOTES

WKZO, Kalamazoo, now opens at 6:30 a. m. instead of 7. A new feature is presented known as *The Dawn Busters*, featuring Uncle Sephus and Hiram, two rube characters who present hillbilly music, news, farm market reports, the time and temperature.

WDAY, Fargo, N. D., has sent out letters to school superintendents inviting them to notify the station on mornings when schools will be closed because of the weather. Announcement will be made of school closings to avoid unnecessary trips to school.

WBOW, Terre Haute, Ind., has installed a new 215-foot vertical radiator of special design.

In The Garden Spot Of The World —

Thoroughly covering the Rock River Valley — center of industrial expansion and agricultural progress . . .

• • •

Riding The Wave Of A Returned Prosperity!

• • •

WROK

ROCKFORD, ILL.

1410 K.C. 500-1,000 WATTS

WMBG, Richmond, started the New Year with 41½ hours of sustained broadcasting. After the completion of the networks programs at 4 a. m. Jan. 1 WMBG produced local programs until the start of the next broadcast day. Four announcers and four operators at the transmitter working under the direction of Chief Engineer W. H. Wood participated in the endurance event. The station has set up a publicity department.

IOWA Network featured the start and first stop of a trailer trek from Des Moines to the South on Jan. 3, when Herb Owens, *Register & Tribune* reporter, began his first trip with a modern covered wagon, accompanied by his wife and sister. The takeoff of the Folding Bedouins was broadcast over KSO and WMT in the afternoon and on their arrival at Cedar Rapids in the evening another broadcast was featured over both stations.

THE *Looks at Books* series on KHJ, Los Angeles, as a sustainer, on Jan. 3 became a weekly 15-minute feature on eight Don Lee-Mutual stations in California. It is conducted by Faith Holmes Hyers, of the Los Angeles Public Library.

KFWB, Hollywood, early in January started a "lady voice of experience" series, broadcast from a dressing room on Warner lot to shield her identity. She reads letters from fans and gives advice.

WWJ, Detroit, and the affiliated Detroit News have started a campaign against tuberculosis, with the station carrying weekly half-hour dramas written by Dr. Paul DeKruif. Already the Detroit Council has informally approved an appropriation of $105,770 to finance the first six months of a five-year campaign against the disease.

HENRY A. WALLACE, Secretary of Agriculture, will make a regular Tuesday talk on farm problems on the NBC-Blue Farm & Home Hour, starting this month.

Packed With Entertainment Value!

That is what radio station managers and advertising agencies have found out about Transco feature length major productions.

Radio listeners tune to, and follow Transco programs on the air because of that element of showmanship which is so definitely present in every production.

Regardless of the type of entertainment which you may be interested in, we believe our field manager can audition programs that will completely satisfy your requirements.

•

RADIO TRANSCRIPTION COMPANY
OF AMERICA, LTD.

HOLLYWOOD OFFICE
1509 N. Vine Street

CHICAGO OFFICE
666 Lake Shore Drive

FUTURE HOME — After July 1 this entire structure, rebuilt to include an auditorium with a seating capacity of 700, full stage, showroom, offices and staff quarters, will be the home of KOL, Seattle, whose manager, Archie Taft, announces that $30,000 is being spent on remodeling and new equipment.

THE *Los Angeles Times* radio affiliation on Jan. 1 was switched from KHJ to KFAC. The newspaper had been affiliated with KHJ since 1923, first as sole owner and operator of the station, and in recent years through an affiliation with the Don Lee Broadcasting System to which it sold the station. KFAC a few days previously had severed its affiliation with the *Los Angeles Herald-Express* upon that newspaper's taking over KEHE. KHJ, upon the cessation of the *Times* affiliation immediately subscribed to Transradio Press service for itself and the Don Lee-California network.

WNBC, New Britain, Conn., used a 1,500-mile remote hookup Christmas Day to pick up the New Britain-Miami High intersectional football game from Miami. Hal Goodwin, WNBC chief announcer and program director; Harry Ginsberg, sports announcer; Milton Berkowitz, news announcer, and Rogers Holt, chief operator, handled the Miami end of the broadcast.

WIBW, Topeka, has added United Press news service, already being a Transradio subscriber, and has added a mail room to take care of a heavy volume of fan mail in connection with *Monticello Party Line* and other program premium offers.

STEARN'S, Des Moines woman's shop, recently decided to go on the air with three quarter-hour programs weekly on KSO, and selected Gwen McClearly, Iowa Broadcasting woman's director, as commentator because she had bought all her clothing there for years and was well acquainted with their merchandise.

KDYL, Salt Lake City, uses a volume indicator to show community singers how loud they are singing. Readings are announced during each program, as well as records of past weeks.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

WOL, Washington affiliate of Mutual Broadcasting System, on Jan. 11 moved its offices and studios into new quarters at 1726 K St. N. W. Occupancy of the entire fifth floor of the recently completed Heurich Bldg. gives WOL the distinction of operating under the most modern conditions of any station in the capital. WOL's transmitter is at present remaining at the old location in the Annapolis Hotel. In the event permission is obtained to operate on its already applied for 1,000 watts, WOL's transmitter will be transferred to Chillum, Md.

THE *New York Herald-Tribune* has joined with WOR again to present a new series of programs titled *Thrills Behind the Story*, Saturdays, 10:15-10:30 p. m. (EST). Each week two members of the Radio League, high school students, will introduce a member of the newspaper's staff who will take the students back with him on one of the exciting stories of his career. After a brief interview, his story will be reenacted. Alvin Josephy is writing the sketches.

WHK-WJAY, Cleveland, plan extensive use of the United Broadcasting Co. mobile transmitter for public events, a number of which have been scheduled in all parts of Northern Ohio.

THE Northern Natural Gas Co., Omaha, has announced a new series on WOW, Omaha, Sunday at 3 p. m. The half-hour show is the first use of radio by this utility. The sponsor and its advertising agency Bozell & Jacobs, Omaha, are definitely aiming at setting a new high for program quality in this area.

A NEW series, *Congress Today* was launched on WOL, Washington, Jan. 12. The programs present Congressmen and other politically prominent people and will be carried on eight stations of the Inter-City Broadcasting System.

WBAL, Baltimore, recently conducted a broadcast keyed to NBC-Blue from the Maryland Penitentiary. Samuel G. Kling, director of the *WBAL Crime Clinic*, presented the voice of an unidentified convict for the first time on the air. In addition, he interviewed Sanford Bates, U. S. Director of Prisons; Austin H. MacCormick, Commissioner of Correction of New York City; Dr. Louis N. Robinson, Chairman of the Prison Industries Reorganization Administration, and Major Rice M. Youell, Superintendent of Prisons of Virginia. The broadcast followed an open public mass meeting of the citizens of Maryland in the auditorium of the penitentiary, which is said to mark the first time in the history of any state that the people have met within prison walls to discuss prison problems.

KMTR, Hollywood, in December inaugurated a merchandising service department in charge of Tex Rickard, station manager.

WHK, Cleveland, has contracted for United Press news service, which also is used by the affiliated WJAY.

COVERING human interest news at its source, WMCA, New York, has recently started a series titled *WMCA Gang Plank*. Martin Starr and Frankie Basch, WMCA "roving reporters", interview passengers on trans-atlantic liners. The program, an idea of Donald Flamm, president of WMCA, was announced some time ago, and has the cooperation of leading steamship lines, according to Richard Fishell, WMCA special events director, who will personally supervise the *Gang Plank*.

NO — you can NOT hear outside stations daytime in Missoula — Absolutely NOT.

For EXCLUSIVE daytime coverage use

1000 watts
1260 kc.

KGVO

Missoula,
Montana

CBS Affiliate

COMPLETION of construction and equipment placement in the new studios of WHDL, Olean, N. Y., at Bradford, is expected to make operation possible by Feb. 1. Located on the third floor of the Citizen's Bank Bldg., the studios comprise an 18 x 38 foot main studio, 9 x 12 foot announcing studio, 10 x 12 control room and 15 x 15 offices. A direct wire from the Bradford studios to the transmitter is being cleared so programs originating at Bradford can go out direct without going through the main studios at Olean.

WDBJ, Roanoke, Va., brodcast its first programs from its new $105,000 studio building shortly before Christmas. The building's three floors contain offices, studios, lounges, an audition room and front office space which is to be rented to some outsider. Artists perform before one of nine microphones in one of three studios. Every room is vibration-free, soundproofed with special cork paneling, temperature controlled at about 68 degrees, has dust-free air due to air conditioning, is indirectly lighted, has interoffice telephone and light-signal system and is decorated in a modern style. WDBJ's broadcasts will flood the building at all times through inconspicuous amplifiers. In the event of a power failure, available battery equipment will carry on the station's program for several hours. A formal opening is planned for late this month, or early February, according to Ray Jordan, manager.

THE *Uncle WIP* program of WIP, Philadelphia, on Jan. 11 will celebrate its 5,000th broadcast over WIP. This program, originated in September, 1922, was the first kiddies hour in American radio. The present Uncle WIP is James A. Willard, Jr.

KXBY, Kansas City, has subscribed to direct wire radio service of United Press and at present is broadcasting four quarter-hour and 11 five-minute news programs a day.

EMPLOYES of Fort Industry Co., Toledo, honored George B. Storer, president, and J. B. Ryan, vice president, at their annual party held at Granville, O., recently. Stations operated by the company are WMMN, Fairmont; WWVA, Wheeling; WALR, Zanesville; WSPD, Toledo. All of the stations were well represented at the party.

THE OLD *WBBM Nutty Club*, one of radio's first celebrity night programs, which was originated 11 years ago at the Granada Cafe by Charlie Garland and Bobby Brown, then catch-as-catch announcers and now sales executive and program director of the station, has been revived as a regular Saturday night WBBM feature, starting at midnight and ending sometime Sunday morning. The program, which features as guest stars the headliners of Chicago's theatres and night clubs, has thrown over all the smooth production technique of modern radio in favor of the informal ad-lib style of the crystal set days and has revived the practice of reading wires from listeners requesting favorite selections. The new *Nutty Club* is staged in WBBM's new audience studio in the Wrigley Bldg.

SO MANY requests for encores have been received by Jack Fulton and Franklyn MacCormack, stars of the Wrigley *Poetic Melodies* program on CBS, that a half-hour studio party (not to be broadcast) will be added to each Wednesday's program, during which the performers will give encore songs and readings most requested by listeners.

CUT YOURSELF A SLICE
OF AMERICA'S RICHEST EMPIRE

You Can Get A Share of East Texas
by Appointing us Your Spokesman

KFRO
"Voice of Longview" – TEXAS

TRANSCRIPTIONS

STANDARD RADIO Inc. announces the following new subscribers to its library service: WQBC, Vicksburg, Miss.; KPDN, Pampa, Tex.; KWOS, Jefferson City, Mo.; WAPO, Chattanooga; KSLM, Salem, Ore.; KPLT, Paris, Tex.; KHUB, Watsonville, Cal.; KBST, Big Spring, Tex.; KJBS, San Francisco; KQW, San Jose, Cal.; KGGM, Albuquerque, N. M.; KSJS, Salina, Kan.; KRE, Berkeley, Cal. In Canada it has added CKCR, Kitchener, Ont.; CKSO, Sudbury, Ont.; CHLP, Montreal; CRCO, Ottawa; CFRB, Toronto.

NEW CLIENTS of NBC *Thesaurus* include: WPRO, Providence; WKBV, Richmond, Ind.; WMBG, Richmond, Va. Renewals have been signed by WREN, KEX-KGW, CJOC, WCLO, KGU, KWBG, WSMB, KTBS, WIRE, WAPI, WJBY, WALA, WSFA, WDRC, WKAQ. International Variety & Theatrical Agency, New York, has renewed for its South African stations.

STANDARD RADIO Inc. announces additions to its sound effects library, including a news broadcast record, automobile race effects, night and day backgrounds, horse, and other effects.

HAL PEARCE, White-Henry-Stuart Bldg., Seattle, has been named to serve Standard Radio Inc. in the Northwest. New foreign representatives are Richardson, McCabe & Co., New Zealand, A. C. O. R. T., Buenos Aires, and Radio Press Service, Marseilles. The last-named will work with Kenneth Hall, London, in handling the Continent and Northern Africa.

RADIOAIDS Inc., Hollywood transcription firm, on Jan. 10 started to produce a series of 32 five-minute transcriptions for the dry cleaning business. The new series will be added to the *Laundry Aids* series and will be primarily for the dry cleaning divisions of laundries.

ASSOCIATED CINEMA STUDIOS, Hollywood, on Jan. 10 anonunced personnel changes as follows: Howard Esary, formerly production manager of KOL, Seattle, and later with the sales force of KHJ, Los Angeles, to be production manager; Jack Byers, formerly operating his own New York sound studios, as wax recorder; and Kenneth Alliston, formerly a film auditor, as chief accountant.

CRAZY WATER HOTEL Co., Mineral Wells, Texas, on Jan. 10 started to transcribe 100 spot announcements at the Hollywood studios of Associated Cinema for placement on various stations.

UNITED PRESS
NEWS
Direct Wire Service

KXBY
KANSAS CITY, MO.

Most complete Radio News Service in the Kansas City area. Fifteen and five minute periods open for sponsorship. Broadcast by Walt Lochman or Ivan Flannery (formerly KSTP). Wire for choice spots.

The Sports
Station of the
Middle West

FULL TIME
REGIONAL
FIRST NATIONAL
TELEVISION. Inc.

NBC Music Awards

FIRST PRIZE in the NBC Music Guild awards for 1936, a $1,000 award, went to the late Mitya Stillman, of New York, President Lenox R. Lohr announced Jan. 1. Second prize of $500 went to Dr. Alois Reiser, of Hollywood, and third prize of $250 to Rudolf Forst, New York. Frank Black, NBC general musical director was chairman of the awards and judges committees, and announced honorable mention awards to David Holden, Montclair, N. J.; Willy Stahl, Hollywood; Prof. Dezso D'Antalffy, New York; John R. Barrows Jr., New Haven; George F. McKay, Seattle. Besides Dr. Black, judges were Harold Bauer, pianist; Frederick Stock, Chicago Symphony conductor; George Barrere, flutist; Adolfo Betti, of the former Flonzaley String Quartet; Oliver Strunk, chief of the Library of Congress music division.

Olson Adds WEAF

OLSON RUG Co., Chicago (rugs) will start Grace & Eddie Albert in a new series of musical programs on WEAF beginning Jan. 19, 9:45-10:55 a. m., immediately preceding the Press-Radio reports. The program will he heard Tuesdays and Thursdays for four weeks. Presba, Fellers & Presba Inc., Chicago, is agency. Olson on Jan. 10 starts *Romantic Serenaders* on four Mutual stations (WOR, WGN, WLW, WRVA), Sundays, 3:30-3:45 p. m. The variety program is keyed from WGN and is signed for 13 weeks through Presba, Fellers & Presba Inc., Chicago.

Illinois Meat Defers

ILLINOIS MEAT Co., Chicago (Broadcast corned beef hash), had planned to start a campaign in Detroit on Jan. 11, using an hour each weekday on WWJ, but has postponed it temporarily because of the unsettled conditions due to the automobile strike. The company is now sponsoring a daily hour program on WOR, Newark, and a daily quarter-hour spot on WBBM, Chicago. Agency is George H. Hartman Co., Chicago.

KNX, Hollywood, has rented studios of the Associated Cinema Studios for use as rehearsal halls for *Camel Caravan* and other CBS transcontinental programs until the new CBS Hollywood studios are ready.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

The People
Who Listen To
KOMA
Spent Over a **Billion Dollars**
($1,000,000,000.00)
In 1936 On Everything
From Safety Pins to Yachts

Our Advertisers Got Their Share! Did You?
If Not—Remember Us In 1937

5000 WATTS **KOMA** 1480 Kilocycles
Oklahoma City, Oklahoma
National Representative: HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS

XUM

AGENCIES AND REPRESENTATIVES

WILLIAM R. STUHLER, director of radio of Young & Rubicam Inc., New York, and Donald Stauffer, manager of the radio department, were among the members of the agency's staff who became stockholders on Jan. 1, according to announcement by Raymond Rubicam, chairman of the board.

D'EVELYN & WADSWORTH Inc., San Francisco agency, has moved to larger offices in the Kohl Bldg., 486 California St., that city. Leland Levinger continues as head of the radio department.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

For full information, call or write TRANS-AMERICAN BROADCASTING and TELEVISION CORPORATION — NEW YORK, CHICAGO, HOLLYWOOD!

ELBERT HALING, former publicity director for Southwest Network, Fort Worth, and formerly associated with WFAA, Dallas, as continuity and publicity director, has joined the publicity and production department of the newly-opened Fort Worth branch of Presba, Fellers & Presba Inc., Chicago agency. He joined KTAT and Southwest Network in 1932. At the Fort Worth branch of Presba, Fellers & Presba, he will work under the direction of Homer Griffith.

PETTINGELL & FENTON Inc., new agency, has been formed at 630 Fifth Ave., New York, by Atherton Pettingell and Fleur Fenton, formerly of Blaker Adv. Agency, New York.

HOWARD W. DUNK, formerly of Nestle's Milk Products Inc., and Colgate-Palmolive-Peet Co., large premium users, has opened an office at 500 Fifth Ave., New York, as consultant in promotion and merchandising plans based on use of premiums. He is secretary of Premium Advertising Association of America Inc.

WILLIAM J. SHEEHAN, with Doremus & Company, Boston, for five years, has joined Eastern Gas & Fuel Associates, as public relations and advertising counsel.

GERTH-KNOLLIN ADV. AGENCY, San Francisco, has moved to larger offices at 111 Sutter Bldg., that city. Richard Merrifield, formerly with *Sunset Magazine*, San Francisco, has joined the agency as copy writer, and will work on radio as well as other media. Cyril Wright, formerly space buyer for the agency, has been made an account executive and will continue to supervise the media department. Agency was established in 1933 by Edwin P. Gerth and James C. Knollin.

ACCLAIMED!
KEX
proved it!

Day after day—night after night—KEX wins the applause of Oregon radio listeners. Famed for its showmanship and outstanding dramatic presentations because of its greater facilities for "local" shows—this station offers an ideal combination for the advertiser contemplating a "test" program. Let us tell you about our many, many "successes on the air".

KEX 5000 watts—1180 K.C. (NBC Blue Network). The only station in Oregon operating on a clear channel. Representatives: Edward Petry & Co., Inc., New York, Chicago, Detroit, San Francisco.

RADIO SERVICE OF THE OREGONIAN
PORTLAND, OREGON

Agency Actress

MARJORIE LAMIE, secretary in the radio department at the Chicago office of J. Walter Thompson Co., turned actress Jan. 6, when she played the lead in "Man Test", a drama presented by the Allen York Players on the regular broadcast of Bowman Dairy Co.'s *Fireside Theatre* on WGN. The Bowman series, which features outstanding local choruses, orchestras and dramatic groups, is placed through J. Walter Thompson Co., Chicago.

LORIMER B. SLOCUM, former vice-president and manager of the New England office of N. W. Ayer & Son Inc., has joined J. M. Mathes Inc., New York. Mr. Slocum has been associated with the Ayer firm for more than 15 years and had been manager of the Boston office since 1931. He was succeeded by E. Craig Greiner, with the Ayer firm 20 years. R. O. Eastman has resigned from Marschalk & Pratt Inc., New York, as director of marketing, and has opened his own market and research organization, R. O. Eastman Inc., at 347 Madison Ave., New York.

S. H. GIELLERUP, formerly secretary of Marschalk & Pratt Inc., New York, has been elected to a vice-presidency with A. R. Anderson, account executive, taking his post.

ARTHUR J. KEMP, of Radio Sales, New York, and Mrs. Kemp became the parents of a seven-pound daughter, Janet Vallorie, born on Jan. 4.

ARTHUR SMITH, formerly space buyer of J. M. Mathes Inc., New York, has joined Brown & Tarcher Inc., New York, in a similar capacity succeeding G. Lewander, resigned.

C. FRED ROSS, who has been in agency work for 20 years in New York, Chicago and Los Angeles has joined Kelly & Stuhlman Inc., St. Louis, as account executive.

TWO STATION representative organizations, H. K. Conover Co. in Chicago and Niles, Field & Associates in New York, have formed an alliance whereby each firm will represent the other's stations in his territory. Stations already having other representation are, of course, excluded from the arrangement.

DONALD A. BREYER, radio account executive of Sidney Garfinkel Adv. Agency, San Francisco, resigned Jan. 1 to become publicity and promotional director of C. H. Baker Co. Inc., that city. Including radio as a media, he is today making new merchandising and advertising plans for the 11 Baker shoe stores in California.

WWNC
ASHEVILLE, N. C
Full Time NBC Affiliate *1000 Watts*

"Sells Entertainingly" to Prosperous Western North Carolina —The Quality Market of The Southeast.

Robert J. Barrett Heads WOR Sales in Midwest

Mr. Barrett

R. J. (Bob) BARRETT Jr., since October, 1934, with Blackett-Sample-Hummert Inc., Chicago, and for the last two years that agency's radio buyer, on Feb. 1 will take charge of the Chicago branch office of WOR, Newark, in the Tribune Tower Bldg. as midwestern representative. WOR has discontinued its affiliation with William Rambeau and is establishing its own branch representation offices, having recently appointed Paul Belaire in charge of its New England office in Boston.

The Chicago office of WOR is in no way connected with the offices in the same building maintained by Mutual Broadcasting System, of which WOR and WGN are the incorporators. Plans for Pacific Coast representation have not yet been completed, WOR announced. Mr. Barrett is a native of Ann Arbor, Mich., and attended the University of Illinois. He was with NBC in Chicago during the winter of 1933-34 and served on the radio staff of the Century of Progress Exposition.

Agency Changes Name

Mr. Hartman

GEORGE H. HARTMAN Co., Adv., is the name of the former J. L. Sugden Adv. Co., the corporate change having been announced Jan. 11 by Mr. Hartman, who succeeded the late John L. Sugden as agency president in January, 1935. Their association dated back to 1923 and Mr. Hartman had been an equal owner with Mr. Sugden for some time before his death. Officers and organization remain unchanged under the corporate shift. Mr. Hartman is president and treasurer; Robert Collins, Edwin Cahn and Charles J. Ollendorf are vice-presidents and Frank R. Hartman is secretary. The Chicago headquarters is located at 207 N. Michigan Ave., with New York branch at 420 Lexington Ave.

Montague Hackett Resigns

MONTAGUE H. HACKETT, vice-president in charge of radio for Lord & Thomas, New York, has resigned. No successor has been announced by the agency and Mr. Hackett told BROADCASTING that he had no future plans to announce.

LINDSEY H. SPIGHT, Pacific Coast manager of John Blair & Co., station representatives, announces the removal of the San Francisco offices to Russ Bldg., that city.

1000 WATTS
VT. WNBX N.H.
SPRINGFIELD, VT.

COLUMBIA
BASIC
NETWORK

POWER

WJR

50,000 WATTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

THE GOODWILL STATION

DETROIT

G. A. RICHARDS
PRESIDENT

REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

LEO FITZPATRICK
VICE-PRES. & GEN. MGR.

Acid Test for Pulling Power

(*Continued from page 11*)

tiser. The larger the audience, the greater the results, the more secure the business, the more automatic renewals, ad infinitum.

And the nub of all this is that if you, through test, by comparison with a producing commercial program, determine the extent of the audience on your so-called sustaining programs, you would know definitely whether they have or do not have, an audience.

Now, if a program does not have an audience, it should be treated as you would treat a snake—kill it before it kills the advertiser who follows it (or worse yet, might be talked into buying it). Therefore, such a program should be immediately revised or replaced, if that is the answer, with something which will develop a greater audience.

Station owners should never allow themselves to relax in this respect. Constant revision of existing programs, building of new ones, and testing those which have had time to develop an audience would be the rule of every station. Good ideas go begging for lack of opportunity to see the light of day.

You might ask at this point, "Well, if you're so smart, what is a good program?" My answer to that is, any program that has an audience large enough to pay dividends on the advertiser's investment in it. The type or form of the program does not interest me—it may be something I dislike very much personally. My personal feelings do not count when the real consideration is—final results.

Now, the method of testing and determining beyond dispute whether you, the station, have an audience on your programs is extremely simple, and as effective as it is simple. In each test of a sustaining program a standard must be used. That standard is a commercial program which either currently or in the past has produced results which were checkable—such as sample offer, carton return, or any premium offer.

We'll assume for the sake of easy thinking that this commercial program produced 100 carton tops, and this result was satisfactory to that particular advertiser. You merely ask the advertiser's permission to use his announcements and give-away on the program to be tested. It must be carefully explained to the advertiser that this is for the station's own test purposes, and that there is no indication that the program to be tested will produce one or one thousand replies.

Now the standard in this case produced 100 replies. Supposing the program tested produced only 50 replies. It would only be 50% as good. If it produced 200 replies it would be 100% better. Any result between 85 and 115 would be eminently satisfactory, and would give the station some real saleable arguments as to why a potential advertiser would purchase the tested program.

On the other hand, if the program produced only 10 or 15 or even 25 replies it obviously has not an audience large enough to warrant continuance. Now, of course, it must be constantly kept in mind that the program to be tested should have fundamentally the same general audience appeal as the standard program. Obviously it would be foolish to use as a standard the results of a program with an extremely popular appeal to test a symphonic type of broadcast.

What WOR Did

WHILE I was at WOR, we successfully applied this procedure even to using nighttime programs as standards to test daytime programs. In this case, however, because of the difference in rate, if the daytime program produced half the results of the evening standard, it was deemed satisfactory. This point is very important—*in every instance where programs were tested and sold, they produced very satisfactory results for the advertiser to whom the program was sold.* And if, as occasionally happened, an advertiser in spite of good results and because of seasonal or budgetary reasons had to discontinue his sponsorship of the program, the results he achieved, in addition to the results obtained on the original test, made the program very desirable to other advertisers.

This method removes entirely all doubts and guess-work, and puts radio advertising on a scientifically sound basis. No other medium can offer an advertiser anything as fundamentally sound as this plan.

Well, that's the story. From my experience in discussing this with other station people, I know that you are going to sit back and say "Oh yeah?", fold up BROADCASTING, and promptly forget about the whole proposition. Business is too good. On the other hand, should you be the exception that proves the rule, and apply the principles outlined, the chances are that not only our agency, which insists on tested programs for its clients, but countless others who have tasted the satisfaction of buying station-tested programs will be knocking at your door for an opportunity to buy—and what is more important—continue the sponsorship of the tested program.

Memphis
½ BILLION DOLLAR MARKET

17th. WHOLESALE MARKET OF THE U.S.
36th. CITY IN POPULATION

Memphis, as a Wholesale and Distributing center, is surpassing in importance Baltimore, Seattle, Milwaukee, Indianapolis and St. Paul; also New Orleans, Houston, Atlanta and Birmingham.

WREC LISTENER POPULARITY

Authoritative Survey Made during September and October, 1936. Sworn copy upon request.

WREC 64.60%
WMC 32.57%
WNBR 1.99%
WHBQ ...... .84%

"THE VOICE OF MEMPHIS"

CHOOSE WREC as a "HI" Spot for Your Test Campaigns. If They Won't Work Over WREC—In The Responsive Mid-South Market—They Won't Work in Any Market Anywhere

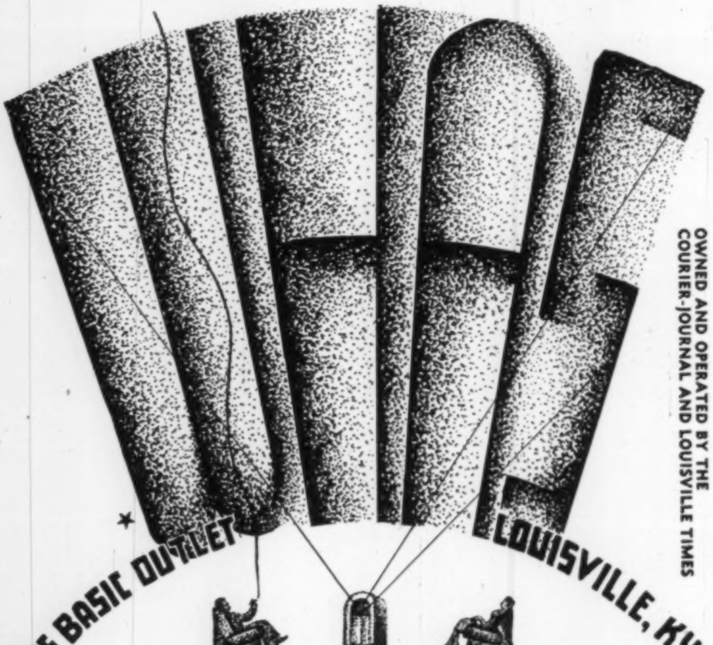
5,000 WATTS POWER

WREC

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION — AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.



WHAS
OWNED AND OPERATED BY THE COURIER-JOURNAL AND LOUISVILLE TIMES
★ CBS BASIC OUTLET
LOUISVILLE, KY.

THANKS TO THE AGENCIES AND PROGRAM SPONSORS OF AMERICA FOR THE BIGGER-VOLUME BUSINESS IN 1936—AND HEIGH-HO EVERYBODY, HEIGH-HO FOR 1937.

★ AN APPLICATION FOR 500,000 WATTS NOW IS PENDING BEFORE THE F. F. C.)

REPRESENTED BY EDWARD PETRY & CO.

RESULTS!
The "Yardstick" that never grows old.

It matters not what you say of this ad. WE WANT RESULTS! So do you . . . and WSOC is ONE station that sells and *sells!!* Let's get together . . . NOW ! ! !

WSOC Charlotte, N.C. an NBC Affiliate

Frank North

FRANK NORTH, salesman and member of the production staff of KOIL, Omaha, was found dead in his automobile Jan. 7. Death was due to monoxide poisoning. He had been with KOIL for the last four years. Previously, Mr. North had been one of the partners of the famous North Brothers Tent Shows and North Brothers stock company, which toured the Midwest for many years. He was credited with starting such famous stars as Harriet Hilliard and Warner Baxter up the ladder of success. These two and others started their professional careers with the North Brothers Stock Company. Mrs. North, two stepsons and a daughter survive.

Mrs. Isabel Berolzheimer

MRS. ISABEL CAROTHERS BEROLZHEIMER, 31, *Lu* of the radio team *Clara, Lu & Em*, died Jan. 8 in an Evanston, Ill., hospital of pneumonia. The second member of the team, Mrs. John Mayo Mitchell, *Em* was reported seriously ill with influenza in the same city. The team has not been heard on the air since last September when they were sponsored by the Frigidaire Sales Corp. on NBC. Mrs. Berolzheimer is survived by her husband and an adopted son, David.

Ray McDermott

RAY McDERMOTT, pianist, arranger and organizer of the King's Jesters, died Saturday, Jan. 2, in an Evanston, Ill., hospital. The members of the quartette canceled their broadcasts to attend the funeral, held in Cincinnati, where the Jesters made their first major success on WLW.

David Davis

DAVID DAVIS, who headed the New York staff of the ABC network during the first months of its operation, and who was more recently on the sales force of the *New York World Telegram*, died Dec. 31 at the home of his brother in Chicago from an over-dose of sleeping medicine.

Herman D. Rothman

HERMAN D. ROTHMAN, 25, continuity writer of KDYL, Salt Lake City, died Dec. 28 of a lingering illness. He was formerly assistant state editor of the *Deseret News*, Salt Lake City. His only survivor is a sister, Miss Mary Rothman, of Salt Lake City.

William S. Power

WILLIAM S. POWER, assistant to Henry T. Ewald, president of Campbell-Ewald Co., Detroit, died Jan. 9 of heart trouble after an illness of several weeks. Mr. Power had been with Campbell-Ewald since 1930. Previously he had been with MacManus Inc. and before that had headed his own agency in the East.

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

WJAY Recalls Dud

WJAY, Cleveland, is awaiting approval of the FCC to place its new transmitter in operation, but hopes for better luck than it experienced in the maiden broadcast Jan. 1, 1927. At that time the studio flood lights overloaded the lone dynamo and when the mike was opened the dynamo couldn't take it. A search of nearby taxicabs yielded enough batteries to put the station on the air a half-hour later.

Tastyeast Jests

TASTYEAST Inc., Trenton, N. J. (Tastyeast candy) for the third time has revised its NBC program with James J. Braddock in the series titled *My Battle with Life*. On Jan. 12 it was changed to *The Original Tastyeast Jesters*, comedy trio. No announcement was made as to reasons for the numerous alterations. Peck Adv. Agency Inc., New York, now has the account.

Calox Starts on MBS

McKESSON & ROBBINS Inc., Bridgeport, Conn. (Calox toothpowder) on Jan. 7 took over the quarter-hour directly following the cooperative department store program on four MBS stations, Thursdays, 9:45-10 p. m. featuring *Dr. E. V. Meadows' Beauty Forum*. On Jan. 28 WGN, WHB, KOIL, will be added to the network but will broadcast the program at 10:30-10:45 a. m. on Thursdays. Brown & Tarcher Inc., New York, has the account.

THAT no "reorganization" of Radio Events Inc., New York script service, has taken place, as erroneously implied in a heading on Page 61 of the Jan. 1 BROADCASTING, is explained by Joseph M. Koehler, president, who states that the item related only to a stockholders meeting and election of officers.

WGH
Gives Live Local Representation In Three Prosperous Cities With Studios and Offices
NORFOLK — PORTSMOUTH —NEWPORT NEWS

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
●
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

Vandeburg Named

Mr. Vandeburg

CLYDE M. VANDEBURG, has been appointed director of publicity for the Golden Gate International Exposition opening in San Francisco in February 1939. He has been with the exposition company since early September as acting publicity director charged with organizing and preparing promotional material, and to take over that post he resigned as director of radio, magazine and public address activities of the Texas Centennial. Prior to that he had been with the California-Pacific International Exposition in San Diego, Cal., where he installed radio and p.a. operations. He was also formerly associated with the Chicago Century of Progress Exposition. Art Linkletter, who was with him in Texas, will head the publicity department's radio division.

Gospel Series on MBS

GOSPEL Broadcasting Association, Los Angeles, on Jan. 3 began a 52-week series of *Evangelical Talks* on 9 MBS stations (WIND, KVOD, KOIL, KSO, WMT, KHJ, KFRC, KGB, KDB) with WIND and the Don Lee stations taking the full hour, Sundays, 10-11 p. m. (EST) and KVOD, KOIL, KSO, WMT, the last half-hour, 10:30-11 p. m. Program originates from KHJ, Los Angeles and was placed direct.

GallenKamp 1937 Plans

GALLENKAMP STORES Co., San Francisco, Pacific Coast chain shoe stores, a consistent user of radio for several years, on Jan. 5 through Long Advertising Service, that city, renewed for 52 weeks daily spot announcements on 7 Pacific Coast stations, using KOL, Seattle; KOIN, Portland; KFRC, San Francisco; KECA, Los Angeles; KFWB, Hollywood; KMJ, Fresno, and KFBK, Sacramento, in addition to those on KOH, Reno. GallenKamp Stores Co. also sponsors the weekly *Students' Hour* on KGGC in San Francisco and the *East Bay Students' Hour* on KRE, Berkeley, Cal., handling both live talent shows direct. GallenKamp will again sponsor high school basketball over KGGC.

WJJD
has POWER 20,000 WATTS
has PROGRAMS THAT BUILD AUDIENCES
Gets RESULTS
LET US TELL YOU WHY YOU CANNOT AFFORD TO PASS UP THE
LARGEST INDEPENDENT STATION IN CHICAGO !
201 N. WELLS ST, CHICAGO, ILL.
NATIONAL REPRESENTATIVES
WEED & CO. 350 MADISON AVE, N.Y.C.

CONSIDER!

☛ TWENTY-SEVEN MILLION DOLLARS spent each year in Austin—
and
☛ A TWENTY-FIVE PERCENT POPULATION gain over 1930 census figures—
plus
☛ TEN THOUSAND PERSONS never counted in the census—
served by
☛ ONLY ONE RADIO STATION in the Capital of Texas.

KNOW
The Only Station in the Capital of the Largest State
AUSTIN, TEXAS

National Representative: HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS

FCC Paves Way for New Stations

(*Continued from page 9*)

sound engineering to individual cases in accord with economic and social needs. Use of the Ultra-high frequencies rather than the limited facilities in the broadcast band for solution of the educational broadcast problem was suggested.

Throughout the report reference was made to division of broadcast facilities among nations of the North American Continent. It was emphasized that the allocations should be sufficiently flexible to accommodate needs of other nations. The thread of thought was that if other nations adhered to allocation principles similar to those proposed, then their demands could be met largely through use of channels employed in this country on a shared basis.

In outlining the six classes of stations to be assigned in the regular broadcast band, the engineers listed them in terms of power and interference limits rather than the old formula of mileage separations. The listing of classes differed from those published during the last fortnight as official.

Four Classes of Stations

THE CLASSES suggested are designated temporarily by letters from A to F, with the recommendation that specific definitions be devised at some future date by the law and engineering department. Class A stations, of which there would be 25, would operate on clear channels with power of not less than 50,000 watts with an approximate interference limit at night of .5 millivolts and day .1 millivolt.

Class B stations, which would be similar to clear channel stations, except that other stations on the same channel would protect the secondary coverage of the dominant stations, having power of from 10,000 to 50,000 watts. There would be approximately five such channels. The approximate interference limits would be the same as for Class A stations. It might be possible to have as many as three or four stations on Class B channels, with the dominant station using 50,000 watts and the others using anywhere from 1,000 to 5,000 and employing directional antennas for protection where needed.

Class C stations, which would be accommodated on 14 channels, would be similar to high-power regional stations and expected to cover large metropolitan areas as well as limited rural areas with power of from 5,000 to 50,000 watts. Approximate interference limits would be 2.5 millivolts night and .5 millivolts day. In the Class C category, there could be duplicated 50,000-watt stations separated by 2,500 miles or more along with any other stations that might fit in the channel without undue interference, using directive antennas if necessary.

Class D stations, which would be similar to existing regional metropolitan district coverage stations. would be assigned to 30 channels, instead of the 40 now allocated for regional stations. They would use from 1,000 to 5,000 watts power both day and night, as against the present limitation of 1,000 watts at night. Approximate interference limits would be the same as for Class C stations.

Class E stations, to be accommodated on 10 regional channels, would be similar to existing city coverage regional stations separated by relatively short distances, with powers of from 500 to 1,000 watts. Protection would be up to the 4 millivolt line at night and the 2 millivolt line day.

Class F stations would be similar to locals and designed for city or town coverage. They would be assigned to the existing six channels set aside for local stations, but the power would range from 100 to 250 watts at night instead of the present limitation of 100 watts night. Protection would be the same as for Class E stations.

Improving Service

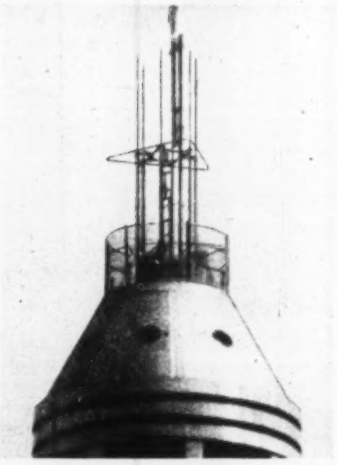
SUCH a classification system, according to the report, would result in greatly improved service. Moreover, it would permit increases in power wherever justified, upon proper application. Also, the opening up of the 1500-1600 kc. band would mean relieving of some of the congestion on the local and regional channels by transfer of stations to them and ultimately result in increasing power of local stations on present channels.

The fact that the plan embraces assignment of stations of different classes to the same channel, where technically feasible, would probably permit licensing of some 40 to 50 additional stations in the band 550 to 1500 kc. without considering the increased number of stations in the 1500-1600 band which would vary between 40 and 500, depending upon the policy adopted by the Broadcast Division.

The report states that the power for each station of a class would be determined individually upon showing of the need for it and upon channel conditions with respect to interference. It recommended also that wherever possible the same day and night power be used by stations rather than the present prevalent system of using higher day power than night on all channels except those in the clear group.

With respect to the 1500-1600 group, Messrs. Craven and Ring brought out that three courses of action were open. One was that the 10 channels be assigned to class F stations which would make possible licensing of some 500 stations of 100 watts in that band, or some 400 stations of 250 watts; to assign all 10 channels to Class D stations of 5,000 watts power, which would mean some 40 additional stations in the band; or to distribute the 10 channels to Class D, E and F stations, thereby enabling a large number of cities to be served and at the same time permitting a degree of flexibility in utilizing facilities to suit individual cases. It brought out that if three of the channels were assigned to Class D, four to Class E and three to Class F, then perhaps a total of 160 additional stations might be licensed in that band. The engineering department requested that the Broadcast Division give it instructions on this matter.

That licensing of additional stations is a paramount factor in consideration of the new allocation plan, was illustrated in the report in several ways. For example, the report brought out that there are 546 cities in the country with a population of from 10,000 to 100,000 which are not included in metropolitan districts, and of these 329 do not have local broadcast stations. There are 600 towns with a population of from 5,000 to 10,000, of which 562 are without local stations. These figures, it brought out, do not include cities of this population range located within the 96 metropolitan districts recognized by the census of 1930. Moreover, it said there are 343 cities of a population of 10,000 to 100,000 included within these 96 metropolitan areas in each of which there are one or more broadcast stations.



TELEVISION TOWER — This is the television antenna array employed by RCA in its experimental visual broadcasts from atop the Empire State Bldg. (BROADCASTING, Nov. 15). The antenna forms the mast of the tall New York structure, being 1250 feet from the sidewalk.

Duplicated Clears

SPECIFIC recommendation was made that the 1500-1600 kc. band be opened for Class D, E and F stations, depending upon the policy to be determined with respect to the number of additional stations and the type of service they should render.

As to duplication on clear channels, the report said that two 50,000-watt stations separated by great distances and operating simultaneously at night are capable of rendering a service to a limited area, particularly if directional antennas are used. "However, we do not recommend the universal duplication of all existing clear channels stations located on the Coast," the report said. "We have recommended the retention of at least 25 clear channels permanently, and caution in duplicating other such channels pending a North American agreement.

"We believe," continued the recommendations, "that directional antennas are feasible, but we recommend the careful and studied application of these antennae in individual instances."

On the important subject of superpower, the report stated:

"While we believe that powers in excess of 50 kw. on clear channels are technically sound and are in accord with scientific progress, we recognize that social and economic factors involved in the use of 500 kw. may outweigh in importance engineering considerations, and request instructions from the Division as to its desires with respect to regulations on the question of superpower. We feel that, in the matter of superpower, the Commission should give full consideration to our report summarizing the economic testimony in the Oct. 5 hearing prior to making a decision."

On the subject of horizontal increases in power, the report said:

"We feel that there is a need for increased signal intensity and have recommended that in general power increases are required to better the service to the public. However, we recommend that the regulations in this respect be sufficiently flexible to permit the Commission to judge each individual case upon its merits, particularly as to the needs and economic and social circumstances."

On engineering standards the report recommended against establishment of standards of receiver selectivity and fidelity. Instead it urged incorporation in the standards of good engineering practice the basis of receiver performance utilized in arriving at necessary ratios between desired and undesired signals to avoid objectionable interference. The engineers recommended against changing the existing requirements with respect to frequency stability, modulation, harmonics and power determination, stating: "We suggest proceeding in an evolutionary manner toward the improvements in the broadcast band 550-1600 kc. without endeavoring to await developments in other bands of frequencies, because we feel that the public needs the possible technical improvements in the existing broadcast service."

Minimum Separation

THE DEFINITE conclusion was reached that stations in the same city may be assigned frequencies 40 kc. apart under special conditions of location and power, instead of the present 50 kc. minimum. Other changes in technical policy recommended covered blanketing, frequency and mileage separation, adjacent frequency interference, and related questions. After summarizing the recommendations, the report went into specific questions. In detail, it covered the desirability of establishing new classes of stations, pointing out that these new classes would make more flexible the existing rigid classifications and would make available more sizes of "shoes" to fit the various "feet".

In defining the recommendation for a total of 25, instead of 40 clear channels, the report brought out that the clear channel group at the Oct. 5 hearings recommended there should be at least 20 clear channels. That was on the basis that some 10 of the original 40 clear channels already had been "broken down".

In arriving at the number of clear channels, the report stressed that the FCC should bear in mind the possibility of a North American agreement which might involve the number of such channels ultimately to be preserved for the exclusive use of the United States.

Discussing suitability of various frequencies with respect to propagation characteristics and noise levels, the report said that in general the lower frequencies have better propagation characteristics for all conditions of terrain than do higher frequencies under the same conditions. However, it said, where ground propagation conditions are poor, all frequencies do not enable as large a coverage with the same power as if the propagation conditions are very good. Since those conditions vary over the country, it may be found that a higher frequency used where conditions are good may enable a station to obtain coverage almost equal to that secured on lower frequencies where propagation conditions are poor. On the other hand, it brought out that the lower frequencies require larger and more expensive antennas in order to secure the same efficiency as the cheaper and smaller antennas used on the higher waves.

What may become a new yardstick for measuring station coverage also was laid down by Messrs. Craven and Ring. They said:

"It is the opinion of the engineering department that in determining the radius of coverage of a radio station it is necessary to consider four factors, namely (1) conductivity (2) frequency (3) power and (4) interference."

Discussing the number of stations to be permitted to operate simultaneously on frequencies of each class, the report said that on frequencies assigned to Class A stations only one station should operate at night. Since a Class B station is dominant on a channel, the number of stations of other classes which can operate successfully in the United States on the same channel will depend primarily on the geographical location of the Class B station.

Power and Number

AS TO OTHER classifications, the number of stations will be dependent upon geographical separation, operating conditions and the engineering methods used to prevent interference. Generally speaking, however, the higher the power, the fewer the number of stations. For example, it said that with Class C stations, assuming that each station has 50,000 watts and uses a directional antenna in a practical way, perhaps two or three stations could use the same channel, depending entirely upon practical circumstances. In this connection, it said, it is believed that in some instances it may be possible for only two Class C stations to operate simultaneously at night on the same channel. Class F channels, it said, should be able to accommodate more than 20 stations in the United States to operate simultaneously at night provided they are properly distributed geographically.

While stating that two 50,000-watt stations separated by approximately 2,500 miles or more can operate simultaneously and render a limited degree of good service, the report said that the duplicated operation is not the equivalent of clear channel service. It added that the Commission should proceed with "the utmost care in duplicating of the existing clear channel stations located on the coasts because it is entirely possible that the secondary coverage of some clear channel stations may afford the only good program service to rural areas adjacent to the coast."

Knows for News

HARRISON HOLLIWAY, manager of KFI, Los Angeles, who likes to listen to airplane messages on his shortwave set, got suspicious a fortnight ago while listening to an airliner "fishing" for location and kept KFI on the air beyond the usual signoff period. Meantime he notified the Los Angeles UP bureau, which got an admission from airport officials that the plane was missing. The station scored a clean scoop on that angle of the story. The next day the liner was found wrecked with all occupants killed.

In recommending synchronization for low-power stations under certain conditions, the report emphasized that the FCC should not consider synchronization as a desirable cure for some of the "claimed unsatisfactory features" with respect to the "chains". It said it regarded chain broadcasting as a means of program distribution from talent centers to other centers which are unable to sustain good programs over an extended period. Therefore, from this standpoint, chains used as a method of program distribution "are a distinct advantage to the public as well as to lower-powered stations—particularly if sufficient time is made available by each station on the chain for operation in direct behalf of the local community interest.

"The engineering department is of course aware that some persons feel that 'chains' have disadvantages. If these disadvantages are serious, it appears that they can be corrected by administrative licensing measures rather than by empirical technical restrictions. Therefore, since the subject is one of policy, the engineering department has no recommendations to submit at this time with respect to 'chains'."

In general, the report said, the trend of all engineering testimony was toward higher power for all classes of stations. It pointed out that higher power is needed in many cases to overcome noise levels in cities and rural areas, particularly during the summer and in southern sections.

Covering superpower, it said that testimony at the hearings showed that power on clear channels in excess of 50,000 watts would be a technical advance and would result in an increased signal intensity to remote areas. "It is also clear to the engineering department that from a technical standpoint any power less than 50 kw. on a clear channel is a wasteful use of such frequency on the North American continent," said the report.

It cited coverage data comparing 50 kw. stations and 500 kw. stations on various clear channels under various propagation conditions, which revealed that the percentage of increase in area covered by superpower stations over the 50,000 watters ranged from 58% to as high as 182%. It continued: "The engineering department is of the opinion that if the Commission accepts the doctrine of clear channel stations, all such stations should employ sufficient power to justify the use of a single channel at night by only one station and that this power should be not less than 50 kw.

"In connection with this question of superpower, we are preparing a separate report giving a detailed analysis of the voluminous testimony in the record with respect to the economic phase involving costs, earnings, and other facts which may be of assistance to the Commission in its final determination of increases in power. We feel that these facts are important and that the Commission should await its final decision pending the completion of this summary of the evidence."

Covering horizontal increases in power, as suggested during the hearings, the report stated that it felt there should be no blanket increases in power to any class of station but that the FCC "instead should examine each case individually upon the voluntary application to this Commission for modification of existing license or for a new station."

On local channels, it said that by evolution it would be possible to arrange these channels to permit power of 250 watts instead of

(Continued on page 67)

THE ONLY NBC BLUE NETWORK STATION
Between ST. LOUIS *and* DENVER
WREN
CENTRALLY LOCATED TO SERVE—
KANSAS CITY, TOPEKA *and* ST. JOSEPH

WMIN
"The Voice of Minnesota"
1,250,000
Potential Buyers
in the
MINNEAPOLIS—ST. PAUL
Trade Area
8th Largest in the U. S.
LOWEST COST
In The Twin Cities
WMIN
SAINT PAUL, MINNESOTA

"doing a Peach of a Job in Georgia"

1000 WATTS
WMAZ
MACON, GA.

A PERFECT '36

You bet it was! And 1937 will be better.

Coast to coast the analysts point to the "Pittsburgh boom."

Pittsburgh industry roars toward '29 levels, more employed daily, wages are up, and Pittsburghers are buying.

For a perfect '37 put Pittsburgh and WCAE, the Steel City's First Station, at the top of your advertising list.

WCAE
PITTSBURGH · BASIC NBC RED NETWORK
National Representatives · HEARST RADIO
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS

XUM

Your Local Jeweler Will Welcome It...

Credit Jewelry Skits

A new 30-second transcribed radio program, exclusively for the Credit Jewelry business... Plenty of action, finest sound effects, recording and records ...exclusive rights guaranteed in your city. Twenty-six skits in the series. Send $1.50 for presentation record...Deposit refunded. Act Now!

26 SKITS $26

RADIO PROGRAMS DIV.

WALTER BIDDICK CO.
568 Chamber of Commerce Bldg.
Los Angeles, California

Full Time for 6, Clear Wave for WCFL

(Continued from page 9)

to be receiving consideration was for removal of KDKA, Pittsburgh, also owned by Westinghouse, from the 980 kc. clear channel to 990 kc., now used by WBZ and WBZA, Westinghouse stations in Boston-Springfield, thus providing clearance on the 970 kc. channel for WCFL. KJR, under such a plan, would be shifted to the 980 channel along with the Massachusetts stations. This would meet the labor demands for clearing of the 970 kc. channel.

The stations which would be involved in the Class "B" channel shift, in addition to WOWO, are WWVA, Wheeling, W. Va., now dividing time with the Fort Wayne station on 1160 kc.; KVOO, Tulsa, and WAPI, Birmingham, now dividing time on 1140 kc.; and KOB, Albuquerque, N. M., and KEX, Portland, Ore., now dividing time on 1180 kc. The stations are using from 5,000 to 25,000 watts each and in some cases operate simultaneously daytime and share nighttime. There was vigorous protest, unrefuted technically, against the part-time operation on clear channels during the Oct. 5 allocation hearings on the ground that it is both uneconomic and not in public interest since listeners are deprived of full program service.

The plan is for realignment of these part-time clear-channel stations in this order: KVOO and WWVA to operate simultaneously with full time on 1140 kc.; WOWO and KEX under similar conditions on 1160 kc., and KOB and WAPI on 1180. The applications would provide for use by the stations of their present powers, but specify directional antennas which would protect the signals of the respective stations even with 50,000 watts on the duplicated waves.

As BROADCASTING went to press KVOO, WWVA and WOWO, had signed the necessary applications for filing with the FCC. Acting for the stations respectively were William B. Way, George B. Storer and Walter C. Evans, executives of the stations. They were present at the Washington conferences Jan. 6.

Indications are that the other stations will also file similar applications. In the case of WAPI, owned by three Alabama colleges, the station on Aug. 1 will be taken over by new lessees—headed by Ed Norton, Birmingham business man and principal owner of WMBR, Jacksonville, Fla. — and this complication must be adjusted before the application can be filed in its behalf. Assurances have been received, however, that the station will seek the simultaneous operation. KOB, owned by T. M. Pepperday, publisher of the *Albuquerque Journal* and the Rocky Mountain manager of Scripps-Howard Newspapers, also was expected to join. The sixth station is KEX, owned by NBC, but leased to the *Portland Oregonian*. While there is no question regarding filing of an application in its behalf, there were matters of a financial nature relating to the leasehold to be adjusted.

It is understood that the hope of the stations and of NBC is that the entire plan, including the WCFL-KYW frequency shift, will be consummated, or if that is not done, then as much of it as possible. The WCFL proposal was made to Mr. Nockels by Frank M. Russell, NBC Washington vice-president, in Chicago on Dec. 29. Afterward Mr. Nockels met with A. F. of L. officials and with his counsel, former Senator C. C. Dill, in Washington, and the plan tentatively was rejected, with the demand repeated for 970 kc. wave as clear.

In addition to those already mentioned, those who attended the conference called by Mr. Lohr included Mr. Russell, P. J. Hennessey Jr., NBC attorney; Charles W. Horn, engineering executive, and Reginald Brophy, station relations manager, for NBC; Horace L. Lohnes, Washington attorney for WWVA and KVOO; Judge John C. Kendall, of Portland, counsel for KEX, and cocounsel for the time-sharing clear-channel stations at the Oct. 5 hearings, and L. W. Stinson, chief engineer of KVOO.

NATIONAL DISTRIBUTION

This message is addressed to manufacturers of food products and grocery specialties, who feel that their products are deserving of wide distribution.

To such manufacturers the National Brokerage Company offers a service that is thorough, efficient, economical. The National Brokerage Company can distribute your products quickly in all sections of the United States. Its service is supported by a trained sales personnel in every section. Through these representatives, it is in daily contact with all buyers. Delays and wasteful experiments are eliminated and sales are made in a practical, business-like way.

National Brokerage Company charges are nominal, based on completed sales.

Would you like to know how this unusual service might be used to speed your sales and expand your markets?

Write us frankly about your product, your production facilities, and your ability to serve widespread distribution.

NATIONAL BROKERAGE COMPANY, INC.

A National Sales Organization
Edward M. Power, Jr., *President*

OLIVER BUILDING :-: PITTSBURGH, PA.

STANDARD RADIO INC.

Electrical Transcriptions
for STATIONS and SPONSORS

HOLLYWOOD ★ CHICAGO

William Haussler, NBC Studio

ATHLETE GOES RADIO—This is Glenn Morris, who recently joined the NBC special events department doing general contact work after winning the decathlon at the Olympic Games in Berlin. Early this month he was awarded the annual Sullivan Memorial Trophy as the outstanding all-around amateur athlete of 1936, nosing out the great Jesse Owens in the Amateur Athletic Union's poll of 600 outstanding American sports figures. Morris joined NBC rather than accept several flattering offers to turn professional.

Aurora Successful

AURORA LABORATORIES, Chicago (Clear Again cold remedy), has had such encouraging results from its Monday-thru-Saturday early morning quarter-hour on WGN, Chicago, and its Sunday morning quarter-hour on WMAQ, Chicago, that it has added another Sunday morning 15-minute spot on WBBM and daily announcements on WCFL, both Chicago. Aubrey, Moore & Wallace Inc., Chicago, agency through which the account is placed, also reports good results in Boston, where a daily quarter-hour of the WBZ *Musical Clock* program is being used.

CHARLES J. CORRELL, aviation enthusiast, has been assigned the call letters KHCJC for the new radio transmitter in his monoplane. Correll, who is also *Andy* of NBC's *Amos 'n' Andy*, passed a federal radio operator's examination.

RESULTS! COUNT MOST

Let us acquaint you with our work.

RADIO STATION REPRESENTATIVES
NEW YORK
CHICAGO

WEED & COMPANY

RADIO'S BIG BUY

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

Symons Describes Service Area Plan

A NEW method of measuring the primary service areas of stations, held to have many advantages over existing recognized standards, was described Jan. 7 by T. W. Symons Jr., president of KFPY, Spokane. Asserting he expected his method would be more acceptable to radio time buyers, Mr. Symons said he believed it will ultimately take the place of the present type of field intensity surveys "which simply show the contour line of some arbitrarily selected field intensity". He describes it as follows:

"In our survey we measured out in all directions to the area where our signal was no longer dominant over other regional and clear-channel signals. Within the area where KFPY delivers a signal stronger than that coming from other stations and other cities there can be no question that this is KFPY's primary area. In the ordinary type of field intensity survey a station may deliver a certain field intensity in various locations, but where other stations are delivering greater intensities such locations cannot under any circumstances, to my mind, be considered as within the primary area of such station.

"I believe that the logic of this will appeal to the industry and to the buyers of radio time and that, regardless of the overlapping of radio station services, only that area in which a station has a dominant signal will be considered the primary area of such a station and that in other areas where stronger signals are received from stations in other communities, that this can be considered only secondary coverage regardless of the field intensity put into the primary area of other stations."

Finch Facsimile Patents Upheld by Federal Board

IMPORTANT patent rights covering the home and ship-to-shore facsimile system claimed by William G. H. Finch, former assistant chief engineer of the FCC in charge of telephone engineering, were upheld by the board of appeals of the U. S. Patent Office in an opinion rendered Jan. 9 in the interference btween Mr. Finch and RCA involving the parent patent of his facsimile system. The tribunal on every count involved found in favor of Mr. Finch in a decision signed by Henry Van Arsdale, assistant commissioner; W. L. Redrow, examiner-in-chief, and J. W. Clift, examiner-in-chief.

The decision in the interference, it is understood, is final and non-appealable. Its significance, according to Mr. Finch, lies in the fact that he won out on his claims to the synchronizing feature claimed by RCA and places him in a strategic position in matters relating to telephoto and facsimile by wire or radio.

NEWS
is your best bet
TRANSRADIO

FCC Station Plan

(*Continued from page 65*)

the present 100-watt maximum. However, this would have to be accomplished in certain congested sections by a slight reallocation when and if existing new stations request new facilities. "In this connection", continued the report, "it is believed that the frequencies between 1500-1600 kc. with powers up to 1 kw. would permit a service to local communities equivalent to the service rendered by a 250-watt station on the local channel of 1200 kc.

"With respect to the differentiation in maximum power day and night, the engineering department is of the opinion that this in general is unsatisfactory, and should apply only when sound engineering prevents the use of day power at night."

Discussing testimony at the hearings that the tremendous additional investment in superpower might interfere with development of ultra-high frequencies for television and the like, the report stated that other evidence at the hearing indicated that the industry could "bear both expenses". It added that insofar as frequencies between 6,000 and 30,000 kc. are concerned, the technical limitations, combined with the great demand for them from other nations, create a situation wherein the industry as a whole "would not be greatly embarrassed by the lack of funds to develop these few channels, and that this nation is capable of handling the situation without any regard to the effect improvements in the regular broadcast band may or may not have thereon." Further it said that there was sufficient evidence at the hearings to indicate that while some broadcasters may be unable to finance improvements in existing broadcasting facilities, others were capable of financing improvements in the existing structure as well as to finance "heavily the development of television".

"The engineering department sees no valid reason why needed improvements in the existing broadcast structure should be withheld from the public by reason of the possible future development of television, particularly in view of the voluntary character of such regular broadcast improvements. However, this is a matter which is of concern to the Commission as a matter of policy, and hence we are not making any specific recommendations in this matter," said the report.

Covering the probable effects of the recommendations, if adopted, upon the broadcast structure, the report said its authors felt it would result in an evolutionary technical improvement in broadcast service to the public; that with the policy of voluntary action by licensees or applicants, the Commission can avoid the dire consequences of imposing costly burdens where economic justification may be lacking; that an improved service to the public consistent with sound engineering principles will result; that there is the possibility for the Commission to secure greater freedom of action in determining the correlation between the technical, economic and social factors in broadcasting; that an improvement in broadcast service to the public where needed and where economically justified will result, and that an opportunity for all existing licenses, particularly low-power local stations to improve service will develop.

CLAIMING a record for educational presentations, the WPA Federal Radio Worshop project reports 30,441 fan letters between Nov. 22 and Dec. 19 for its *World Is Yours*, *Answer Me This*, *Have You Heard* and *Education in the News*, weekly broadcasts over the major networks.

KIRO
SEATTLE
1000 Watts 710 KC

KIRO LOOIE SAYS:
"We ask so little and give so much!"

NATIONAL REPRESENTATIVES
John Blair & Co.
NEW YORK CHICAGO
DETROIT SAN FRANCISCO

John H. Payne Is Named Electrical Division Chief

APPOINTMENT of John H. Payne, of Essex County, N. J., as chief, Electrical Division, Department of Commerce, succeeding Andrew W. Cruse, recently appointed as assistant chief engineer for the Telephone Division of the FCC, was announced Jan. 13 by Secretary of Commerce Roper.

Mr. Payne was appointed following a series of conferences between officials of the Department and leaders in the electrical equipment and allied products industry. He was born in Titusville, Pa., and is a graduate of the Armour Institute of Technology, Chicago. For 12 years he served as an executive with Westinghouse Electric International Co.

WNOX
Represents
The Most
Powerful Influence
In Building Sales
In The Rich
WNOX-KNOXVILLE
MARKET
KNOXVILLE, TENN.

STOP!
LOOK!
LISTEN!

IN SAN FRANCISCO
IT'S KYA

(The Voice of The Examiner, the Dominant Paper of Northern California)

Radio dials in this 500,000 radio home market stop often at KYA.

WHY?

San Francisco built programs for San Francisco people timed to their tastes and habits.

KYA can open the door into every radio equipped house in this great prosperous market. KYA carries 50% more local accounts than any other independent station in the San Francisco Market.

KYA is the San Francisco outlet of The California Radio System, which covers All of That Great and Rich State.

KYA
San Francisco

National Representative: HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS

H. J. HEINZ Co., Pittsburgh (canned foods) on Jan. 25 will add WADC, WPG, WHP, WMAS, KFH, WMBG to its *Heinz Magazine of the Air* program on CBS, Mondays, Wednesdays, Fridays, 11-11:30 a. m. with repeat 3-3:30 p. m.

FOR SALE

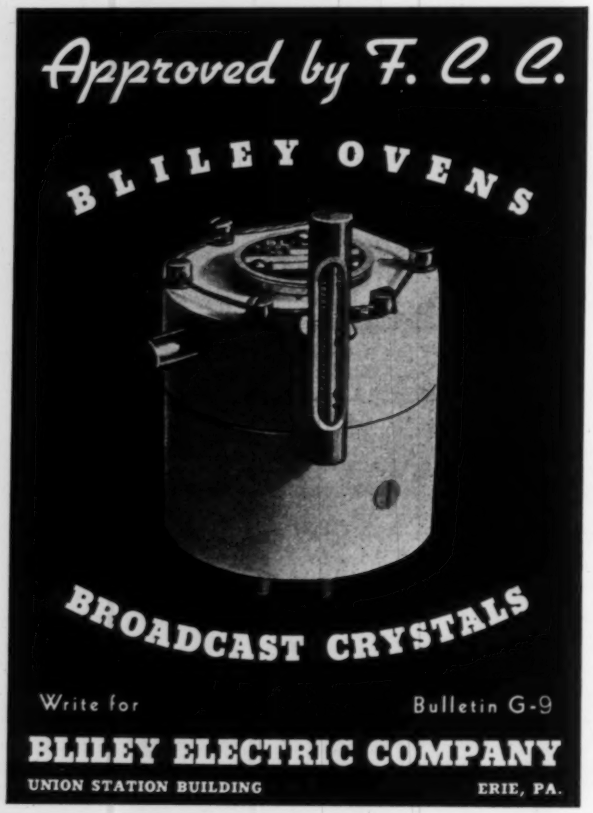
Western Electric Transmitter—Type 6B—1000 watt — complete with tubes and motor generator set — for $2500 f. o. b., Radio Station WCAO, Baltimore, Maryland.

Also, a General Radio Beat Frequency Oscillator, type 413-B — $25 f. o. b. Radio Station WCAO.

Wire or write

WCAO

Baltimore, Maryland



Approved by F. C. C.

BLILEY OVENS

BROADCAST CRYSTALS

Write for Bulletin G-9

BLILEY ELECTRIC COMPANY

UNION STATION BUILDING ERIE, PA.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

PONTIAC MOTOR Co., Pontiac, Mich. on Jan. 22 starts *Pontiac Varsity Show* on 72 NBC-Red stations, Fri., 10:30-11 p. m. Agency: MacManus, John & Adams Inc., Detroit.

GOSPEL Broadcasting Ass'n, Los Angeles on Jan. 3 started *Evangelical Talks* on 9 MBS stations (WIND, KVOD, KOIL, KSO, WMT, KHJ, KFRC, KGB, KDB), Sun., 10-11 p. m. for WIND and Don Lee stations, remainder 10:30-11 p. m. Placed direct.

PROCTER & GAMBLE Co., Cincinnati (white naptha soap) on Jan. 25 starts *The Good Samaritan* on 48 NBC-Red stations, Mon., thru Fri., 4:45 p. m. Agency: Blackman Adv. Inc., N. Y.

FELS & Co., Philadelphia (Fels-Naptha soap) on Jan. 19 starts musical program on 18 CBS stations, Tues., Thurs., 1-1:15 p. m. Agency: Young & Rubicam Inc., N. Y.

STERLING PRODUCTS Inc., New York (Calirad wafer) on Jan. 25 starts *Get Thin to Music* on 4 MBS stations (WOR, WGN, WAAB, CKLW), Mon., thru Sat., 11-11:30 a. m., except WOR which carries program Mon., Wed., Fri. Agency: Thompson-Koch Co., Cincinnati.

DUFF-NORTON MFG. Co., Pittsburgh (lifting jacks) on Feb. 26 starts musical program on 3 NBC stations (WEAF, KDKA, WMAQ), Fri., 7:45-8 p. m. Agency: Walker & Downing, Pittsburgh.

KAY JEWELRY Co., Oakland, Cal. (jewelry), on Jan. 3 started for 52 weeks, *Stars on Parade*, with Sid Chatton, on 2 NBC-Pacific Red stations, Sun., 4:15-4:30 p. m. (PST). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

OLSON RUG Co., Chicago, on Jan. 10 started *Romantic Serenaders* on three MBS stations (WGN, WLW, WOR), Sunday, 3:30-3:45 p. m. Agency: Presba, Fellers & Presba Inc., Chicago.

OWL DRUG Co., San Francisco (chain drug store), on Feb. 7 starts for 52 weeks, *Treasure Island*, drama with narrator, on 5 NBC-Pacific Red stations, Sun., 8:15-8:30 p. m. (PST). Agency: D'Evelyn & Wadsworth Inc., San Francisco.

E. R. PARKER Dental System, Boston, on Jan. 4 started 312 15-minute programs with Knox Manning, commentator, six times weekly, Mondays thru Saturdays, at 7:45 a. m., on WNAC, WTAG and WLLH. Agency: Harry M. Frost Co. Inc., Boston.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate dental powder, shaving cream) on Jan. 7 started *True Adventures With Floyd Gibbons* on 57 CBS stations, Thurs., 10-10:30 p. m. Agency: Benton & Bowles Inc., N. Y.

HOME MAKER'S COUNCIL of the Air, Boston (participation program) on Jan. 19 starts on 6 CBS New England stations (WEEI, WORC, WPRO, WDRC, WMAS, WLBZ), Tues., Thurs., 9:15-9:30 a. m. Agency: James F. Fay, Boston.

THE JOURNAL OF LIVING, New York (publication) on Jan. 25 starts *Victor H. Lindhar* on 3 MBS stations, Mon., Wed., Fri., 12 noon to 12:30 p. m. Agency: Schillin Adv. Agency, N. Y.

FELS & Co., Philadelphia (Fels Naptha soap & chips) on Jan. 18 starts *Centerville Sketches* on 5 CBS Pacific Coast group stations, Mon., thru Thurs., 7:45-8 p. m. (EST) Agency: Young & Rubicam Inc., N. Y.

TILLAMOOK COUNTY Creamery Association, Tillamook, Ore. (cheese) on Jan. 8 started *Bennie Walker's Tillamook Kitchen* on 5 NBC-Red Pacific stations, Fri., 10-10:15 a. m. (PST). Agency: Botsford-Constantine & Gardner, Portland, Ore.

UNION OIL Co., Los Angeles (petroleum products) on Jan. 4 started *Thrills* on 9 NBC-West Coast stations (KPO, KFI, KGW, KOMO, KHQ, KFBK, KTAR, KWG, KMJ), Wed., 6:30-7 p. m. Agency: Lord & Thomas, Los Angeles.

CALIFORNIA CHAIN STORES Assn., San Francisco (institutional) on Jan. 3 started *California Hour* on 7 NBC-West Coast stations (KGO, KECA, KERN, KFBK, KMJ, KWG, KFSD), Sun., 7:15-8:15 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

LEVER BROS Co., New York (Spry, a shortening) on Jan. 18 starts *Aunt Jenny's Real Life Stories* on 42 CBS stations, Mon., thru Fri., 1:45-2 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

Renewal Accounts

CUMMER PRODUCTS Co., Bedford, O. (Molle shaving cream) on Jan. 5 renewed Wallace Butterworth and Parks Johnson in *Sidewalk Interviews* on 29 NBC-Red stations, Tues., 9-9:30 p. m. with repeat 11-11:15 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

WJBY Produces Results In Alabama's Second Industrial Market

WJBY

Gadsden, Alabama

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) on Jan. 30 renews *Your Hit Parade & Sweepstakes* on 88 CBS stations, Sat., 10-10:30 p. m. Agency: Lord & Thomas, N. Y.

SPERRY FLOUR Co., San Francisco (flour & cereals), on Feb. 2 renews for 52 weeks *Martha Meade's Household Headlines* on 6 NBC-Pacific Red stations, Tues., Thurs., 2:15-2:30 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

SPERRY FLOUR Co., San Francisco (flour & cereals) on February 2 renews for 52 weeks *Speery Special* with Hazel Warner on 6 NBC-Pacific Red stations, Tues., Thurs., 2-2:15 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

SPERRY FLOUR Co., San Francisco (flour & cereals), on Feb. 7, renews for 52 weeks *Sperry Sunday Special* on 6 NBC-Pacific Red stations, Sun., 4:30-5 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

STANDARD BRANDS Inc., New York (Fleischmann yeast for bakers) on Jan. 3 renewed *Believe It or Not Robert Ripley* on 62 NBC-Blue stations, Sun., 7:30-8 p. m. Agency: J. Walter Thompson Co., N. Y.

FELS & Co., Philadelphia (Fels-Naptha soap) on Jan. 8 renewed *Tom, Dick & Harry* on 2 MBS stations (WGN, WLW), Mon., Wed., Fri., 12:15-12:30 p. m. Agency: Young & Rubicam Inc., N. Y.

PEPSODENT Co., Chicago (Junis cream, toothpaste, antiseptic) on Jan. 1 renewed *Amos 'n' Andy* on 37 NBC-Red stations, Mon., thru Fri., 7-7:15 p. m. with repeat 11 p. m. Agency: Lord & Thomas, Chicago.

AMERICAN CAN Co., New York (Keg-Lined cans) on Jan. 26 renews *Ben Bernie* on 58 NBC-Blue stations, Tues., 9-9:30 p. m., including WAPI, WEAN, WICC when available; KGW from Jan. 26 to March 30; adding KEX April 6. Agency: Fuller & Smith & Ross Inc., N. Y.

SUN OIL Co., Philadelphia (Sunoco gasoline & oil) on Feb. 2 renews *Lowell Thomas* on 14 NBC-Blue stations, Mon., thru Fri., and on WRVA, WJAX, WFLA, WIOD, Mon., Wed., Fri., 6:45-7 p. m. Agency: Roche, Williams & Cunnyngham Inc., Philadelphia.

CITIES SERVICE Co., New York (petroleum products) on Feb. 5 renews *Cities Service Concert* on 43 NBC-Red stations, Fri., 8-9 p. m. Agency: Lord & Thomas, N. Y.

STERLING PRODUCTS Inc., New York (Bayer aspirin) on Feb. 7 renews *American Album of Familiar Music* on 60 NBC-Red stations, Sun., 9:30-10 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

STERLING PRODUCTS Inc., New York (Dr. Lyons toothpowder) on Feb. 7 renews *Manhattan Merry-Go-Round* on 60 NBC-Red stations, Sun., 9-9:30 p.m. Agency: Blackett-Sample-Hummert Inc., N. Y.

STERLING PRODUCTS Inc., New York (Dr. Lyons toothpowder) on Feb. 3 renews *Broadway Merry-Go-Round* on 21 NBC-Blue stations, Wed., 8-8:30 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

STERLING PRODUCTS Inc., New York (Bayer aspirin) on Feb. 3 renews *The Famous Actor's Guild* with Ethel Barrymore on 21 NBC-Blue stations, Wed., 8:30-9 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

KOMO
5000 Watts L.S.
NBC Red

SEATTLE
WASHINGTON

KJR
5000 Watts
NBC Blue

National Representatives — Edward Petry & Company

STERLING PRODUCTS Inc., New York (Phillips Milk of Magnesia) on Feb. 5 renews *Waltz Time* on 21 NBC-Red stations, Fri., 9-9:30 p. m. Agency: Blackett - Sample - Hummert Inc., N. Y.

STERLING PRODUCTS Inc., New York (Phillips Milk of Magnesia toothpaste) on Feb. 8 renews *The Sweetest Love Songs Ever Sung* on 21 NBC-Blue stations, Mon., 8:30-9 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

CROWN OVERALL MFG. Co., Chicago on Jan. 7 renewed *Pleasant Valley Frolics* on 4 MBS stations (WGN, WOR, WLW, CKLW), Thurs., 7:45-8 p. m. Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

AMERICAN HOME PRODUCTS Inc. (Anacin) on Feb. 2 renews *Easy Aces* on 20 NBC-Blue stations, Tues., Wed., Thurs., 7-7:15 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

PHILIP MORRIS & Co. Ltd., New York (Philip Morris cigarettes) on Feb. 2 renews *Philip Morris Program* with Leo Reisman on 57 NBC - Red stations, Tues., 8-8:30 p. m. with repeat 11:30 p. m. Agency: Biow Co. Inc., N. Y.

Network Changes

PET MILK SALES Corp., St. Louis (evaporated milk) on Jan. 28 will add WEEI, WOKO, WCAU, WMBG, WDBJ, KRNT to *Mary Taylor* program on CBS, and discontinue WPRO, WOWO, WSPD; on Jan. 30 will drop WPRO; on March 27 will drop WSPD from CBS, Saturday night program, 9:30-10 p. m.

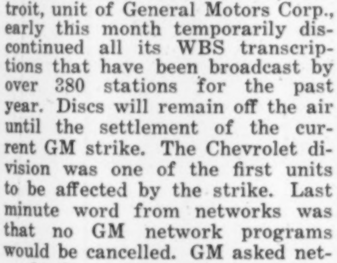
GILLETTE SAFETY RAZOR Co., Boston, on Jan. 31 shifts origination of CBS *Community Sing* program, Sundays, 10-10:45 p. m. to Hollywood.

HEALTH PRODUCTS Corp., Newark (Feen-A-Mint, Dillard's Aspergum, etc.) on Jan. 10 started *Raymond Knight & His Cuckoos* and changed title to *The 1937 Radio Show*.

GENERAL FOODS Corp., New York (Diamond Crystal Salt) on Jan. 17 shifted *The Adventures of Capt. Diamond* on the NBC - Blue network to Sun., 3-3:30 p. m.

Chevrolet Stops Discs

CHEVROLET MOTOR Co., Detroit, unit of General Motors Corp., early this month temporarily discontinued all its WBS transcriptions that have been broadcast by over 380 stations for the past year. Discs will remain off the air until the settlement of the current GM strike. The Chevrolet division was one of the first units to be affected by the strike. Last minute word from networks was that no GM network programs would be cancelled. GM asked networks for a statement of policy on temporary cancellation, but the possibility that GM units might lose choice time is given as one of the reasons the programs are being continued.


IN BALTIMORE, IT'S
WFBR

EQUIPMENT

WGY, Schenectady, boasts the best transmitter record of any NBC-owned and operated station for 1936. The engineers report an operation record of 99.998% perfect. The station's transmitter, operating 6323 hours and 19 minutes during 1936, lost a total of 5 minutes 50 seconds because of equipment failure or personnel error. WGY's transmitter uses a total of 74 tubes. Most of the time lost was in replacing tubes while on the air, inasmuch as the time lost due to personnel error was 1 minute, 18 seconds. Ralph S. Sayre is the transmitter supervisor.

FINAL tuning and adjusting of the new 304-foot antenna of WEBR, Buffalo, is to be completed this month, according to Ralph J. Kingsley, technical supervisor. The structure, located on the roof of a warehouse building, is a vertical radiator, 416 feet high. Modernization of the transmitting room in the building below the new antenna has just been completed. Alterations of the studios are next on the modernization program of WEBR.

NEW Western Electric control equipment has been installed by WSGN, Birmingham, using WE nondirectional microphones as well as directional and dynamic types.

A NEW horseshoe-type control panel, equipped to facilitate automatic change of programs, if needed, and designed to place the operator in complete control of all programs at all times will be a new feature of the control rooms of WICC, Bridgeport, within the near future. The construction and design, in charge of Chief Engineer Gare Ray, will feature a studio-talk-back system.

EQUIPMENT is now being installed in NBC's new Mobile Unit No. 1 in Chicago, which was built by the Checker Cab Mfg. Corp. according to the specifications of NBC's engineers. The new unit, which has a top speed of 80 miles per hour, will replace the one now in use.

PERMISSION was granted by the FCC on Jan. 5 to WROK, Rockford, Ill., for construction of a new low frequency relay station to operate on the frequencies of 1646, 2090, 2190, and 2830 k. c. with a power of 50 watts. A construction permit was also granted for a new experimental high-frequency relay station to operate on 31100, 34600, 37600, and 40600 k.c. with a power of 2 watts.

FELLOWS MEDICAL Co. Inc., New York (Fellows Syrup of Hypophosphites) on Jan. 11 began a 13 - week campaign over six New England stations, its first use of radio. Daytime and evening time-signals and station-breaks are being employed on WTIC, WDRC, WEAN, WJAR, WEEI, WNAC. Nelson - Gilliam Associates, New York radio agency, placed the account.

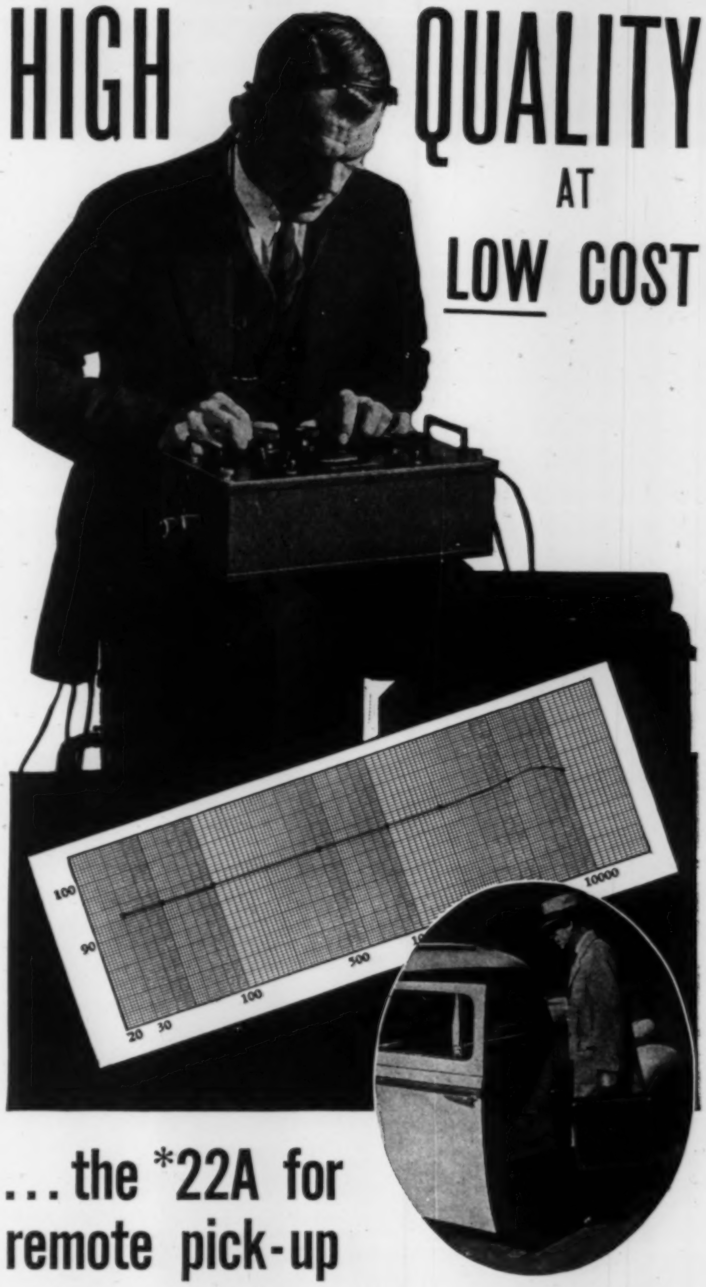
Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom - Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.



HIGH QUALITY AT LOW COST

. . . the *22A for remote pick-up

Again Western Electric sets a higher standard—this time with a really portable, high-fidelity speech input equipment. The new 22A is rugged, designed for fast "set-up" and easy operation under all conditions, including total darkness.

Outstanding features: Stabilized feedback—frequency characteristic flat from 30 to 10,000 cycles—operates from 115 volt 50/60 cycle AC supply or batteries—four microphone mixers and main gain control—completely factory wired and tested.

Write for bulletin: Graybar Electric, Graybar Building, New York—or Graybar's nearest branch.

*READY FOR IMMEDIATE SHIPMENT

Western Electric
BROADCASTING EQUIPMENT
Distributed by GRAYBAR Electric Co.
In Canada: Northern Electric Co., Ltd.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

EDWARD H. LOFTIN
BROADCAST. COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza • P. O. Box 189
New York City • Times Square Station

JENKINS & ADAIR, Inc.
Engineers
Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment
3333 BELMONT AVE. CHICAGO, ILL.
CABLE: JENKADAIR

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

E. C. PAGE
Consulting Radio Engineer
1311 Livingston St. Davis 2122
Evanston, Ill.

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

G. HAROLD PORTER, vice president of RCA, who has been associated with Marconi and RCA for 23 years, has retired from radio to become field representative of the Preferred Accident Insurance Co. of New York. Mr. Porter since 1925 has served as manager of the Pacific coast division of RCA.

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

OTHER FELLOWS' VIEWPOINT

Claims Priority

EDITOR, BROADCASTING:

We note that on page 19 of your Dec. 15 issue, in an article relative to WREN being acquired by the *Kansas City Star*, you state "The *Star* has operated WDAF since 1922, and was the second newspaper in the country to ally itself with radio, following the lead of the *Detroit News* operating WWJ".

According to the records of the Communications Commission, KSD began operation on March 14, 1922, and WDAF, the *Kansas City Star*, commenced operating on May 16, 1922.

We are extremely proud of our record as a pioneer, and I know you will appreciate being advised as to the true status of the two stations.

ROBERT L. COE,
KSD, St. Louis, Mo.

Jan. 7, 1937

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Joseph H. McGillvra, Rep.

Dr. Lyons Shifts

STERLING PRODUCTS Inc., New York (Dr. Lyons toothpowder) on Jan. 6 started Beatrice Lillie, the English comedienne, in a new series titled *The Honest Working Girl*, on NBC-Blue network, Wednesdays, 8-8:30 p. m. Miss Lillie replaces Fannie Brice who found it necessary to leave the air because the Ziegfeld Follies in which she was appearing on Broadway has now gone on tour. Air Features Inc. is producing the new program for Blackett-Sample-Hummert Inc., New York, agency for Dr. Lyons toothpowder.

The Largest Independent Frequency Measuring Service in the Country

Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Sober, experienced, college trained, combination announcer - continuity writer. KGHL, Billings, Montana.

Situations Wanted

Successful manager desires change. Can supply complete personnel, experienced and producers. Box 607, BROADCASTING.

Experienced operator, age twenty-six; first class license; ten years' musical training. Roman Ruhland, Eden Valley, Minnesota.

Announcer—Continuity Writer—desires actual experience. Will send recording of voice; continuity; references; etc.; to interested parties. Box 610, BROADCASTING.

Experienced studio technician and station operator; desires position in Manhattan or Brooklyn. Best references. Box 608, BROADCASTING.

Announcer, continuity writer, musician, with ability to build, sell and produce programs. Now employed. National agency recognition Box 611, BROADCASTING.

Program Director; employed; college education; experience in every branch of Programming. Music graduate; choral and orchestra. Worked in North, South and West. Will work in any location on two weeks' notice. Box 605, BROADCASTING.

Broadcast Operator, radio telephone first class license. Broadcast, police and ultra-high frequency experience. 30 years old, college education. Able and willing to assume responsibility. Available middle of January for any permanent position. Address W. B. Schroeder, Chief Operator, WQFQ Lafayette Police Dept., Lafayette, Ind.

Station manager seeking connection with local or regional station in Middle-West. Ten years experience in all phases of broadcast work. Have had announcing, engineering, production, sales and managerial experience and am at present connected with large network system. May invest. Box 612, BROADCASTING.

Situations Wanted (Cont'd)

RADIO SALES EXECUTIVE
with
ABILITY-INTEGRITY and VISION

Is receptive to a position with a Radio Station whose policies are as follows:
(1) Fairness and Honesty to all Advertisers.
(2) No Rate Cutting.
(3) Public Interest - Convenience and Necessity always Paramount.

SALARY sufficient to compensate a REAL EXECUTIVE, plus a share in the PROFITS produced by his ABILITY. WHAT is asked is no more than would be given in the way of,

ABILITY - INTEGRITY and VISION.
Box 606, BROADCASTING.

Wanted to Buy

Will pay cash for full or part-time station in city over 100,000. Box 567, BROADCASTING.

Wanted: Used 1 kw. transmitter. Give lowest price. Box 609, BROADCASTING.

For Sale — Equipment

FOR SALE — AT BARGAIN

Two Milliken-Blaw-Knox bolted structural steel radio towers—Height 152 ft.—Base 15 ft. 6 inches square, tapering to 2 ft. square at top. Equipment includes two hand winches. Can be delivered approximately March 1st. WTAR, Norfolk, Va.

Western Electric 100 Watt 12-B Transmitter. This transmitter is in excellent condition, being recently retired from service due to a power boost. Sold complete with "low hours" set of tubes. Available immediately and can be inspected at any time. KGFF, Shawnee, Oklahoma.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

American League Has Radio Office

Four Chicago Stations Sign to Broadcast Home Contests

AT LEAST four Chicago stations will broadcast the home games of the Cubs and White Sox during the coming baseball season. Contracts with both the National and American League teams in the city have been signed by WBBM, WGN, WIND and WCFL and there is a possibility that WJJD and WAAF may also sign up before the season starts.

The contract calls for a payment of $7,500 to each team by WBBM, and a similar sum by WGN, both 50-kilowatt stations, and of $3,000 to each team by WIND and WCFL for the broadcasting rights. The teams reserve the right to accept or reject any sponsors that the stations may get for the broadcasts, but the censorship of announcers clause in the original contract submitted by the clubs was changed to make any differences of opinion a matter of arbitration. The only clause said to touch on announcers provides that the broadcasters agree that "announcers will not injure the good name or reputation of baseball."

League Radio Division

TO COOPERATE with the broadcasters and to make the baseball broadcasts as profitable as possible for sponsor, station and club, the American League has set up a radio division under the direction of L. C. McEvoy of St. Louis, who will act as a sort of "official listener" for the League. "This is not an attempt to slap down a gag rule or a censorship of any kind," Mr. McEvoy stated, "but a sincere effort to secure better results all around. We naturally want every team in our league that permits the broadcasting of its games to get the maximum revenue, and that can occur only where the station and the sponsor are likewise profiting to the fullest extent. Another aim is to protect teams that do not permit their games to be broadcast."

The baseball broadcasts on WBBM will be sponsored by General Mills Inc. (Wheaties); on WIND by General Foods (Huskies); and on WCFL by the Texas Co. (Texaco gasoline). The Walgreen Co., Chicago chain of retail drug stores, has sponsored the baseball broadcasts on WGN for several years but no contract has yet been signed. It was stated at WGN that if Walgreen does not take the games this year, several other advertisers are waiting. All four stations have veteran baseball announcers, proved favorites with the Chicago audience, lined up to handle baseball. Pat Flanagan will speak for WBBM, Russ Hodges for WIND, Hal Totten for WCFL, and Bob Elson for WGN.

American Products Spots

AMERICAN PRODUCTS Co., Cincinnati, is using radio to secure agents for its coffees, teas and other grocery products. Quarter-hour spots on participating programs, such as news periods and musical clocks, on about ten stations have been placed through Matteson-Fogarty-Jordan Co., Chicago.

Col. Fitch Is Appointed To NBC Program Post

Col. Fitch

COL. C. WALTON FITCH has been appointed business manager of the NBC program department, John F. Royal, vice-president of NBC, announced Jan. 11. Col. Fitch joined NBC Sept. 1, 1936 as manager of personnel, having been assistant director of the PWA Housing Division. Prior to that he had been with the Chicago World's Fair.

Col. Fitch takes the position left vacant by the promotion of Alfred H. Morton to the position formerly held by William S. Hedges as executive in charge of all NBC-owned and managed stations. Mr. Hedges resigned last month to join Crosley Radio Corp., Cincinnati, as vice-president in charge of WLW. In his new post Col. Fitch will be in charge of personnel, budget and all administration problems in connection with program department.

Two Features of WXYZ Extended by Sponsors to Special Station Groups

TWO features developed by the staff of WXYZ, Detroit, as highly successful sponsored features have expanded to other stations, according to an announcement Jan. 13 by H. Allen Campbell, general manager of WXYZ and the Michigan Network. The *Lone Ranger* western drama, sponsored on the Michigan Network, WOR, WGN and WSPD by Gordon Baking Co., will be extended by wire from the WXYZ studios to the Don Lee-California network's 10 stations, Mondays, Wednesdays and Fridays at 10:30 p. m. (EST), starting Jan. 18. The Don Lee sponsor is Western Bakeries of Southern California.

The *Lone Ranger* show, produced by James Jewell, WXYZ dramatic director, and written by Fran Striker, thus has three performances on the same three nights each week—to the Michigan Network, WSPD and WOR at 7:30, to WGN at 8 and to Don Lee at 10:30.

The other WXYZ show being extended is the *Factfinder*, sponsored by Hickok Oil Co. over the Michigan Network plus WSPD, Mondays through Fridays at 6:15 p. m. Featuring Benny Kyte's *Serenaders* and the Rhythmeers male quartet and written by Richard E. Osgood of WXYZ, the show's historical, scientific and human interest script will be adapted for local presentations on WKBN, Youngstown; WJW, Akron, WHBC, Canton, and WGAR, Cleveland. Hickok will also sponsor on these stations.

Magazine Expands

THE *Journal of Living*, New York (publication) which now has a program on WOR, New York, will expand to three Mutual stations (WOR, WEAN, WAAB) on Jan. 25, taking the 12 noon to 12:30 p. m. period on Mondays, Wednesdays, Fridays. Program will feature talks by Victor H. Lindlahr. Schillin Adv. Agency, New York, placed the account.

Tea Market Campaign

TEA MARKET EXPANSION BUREAU, New York, has shifted its advertising campaign to include part of the Eastern seaboard in addition to the Great Lakes region. Bureau has increased its advertising appropriation for 1937 to $800,000 as against $500,000 last year. Radio schedule has also been increased. Starting Feb. 1, a 100-word live spot radio announcement campaign will be launched on seven stations (WJR, WBEN, WTAM, WRC, WCAO, WTAR, WCAU) five days weekly, for 13 weeks. After the end of the 13-week run sponsor will sign off the air for the summer and return on Oct. 4 for another similar series, adding WGY and WCAE to the list in addition to those mentioned. William Esty & Co. Inc., New York, has the account.

NBC Evening Programs Are Renewed by Sterling

STERLING PRODUCTS Inc., New York, has signed 52-week renewals on all its NBC evening programs. List of programs, product advertised and date of renewal follow: *Manhattan Merry-Go-Round* (Dr. Lyons toothpowder) with Andy Sanella's orchestra and vocalists on 60 NBC-Red stations, Sundays, 9-9:30 p. m., and *American Album of Familiar Music* (Bayer aspirin) with Gus Haenschen's orchestra on 60 NBC-Red stations, Sundays, 9:30-10 p. m., both effective Feb. 7; *Broadway Merry-Go-Round* (Dr. Lyons toothpowder) with Beatrice Lillie on 21 NBC-Blue stations, Wednesdays, 8-8:30 p. m., and *The Famous Actor's Guild* (Bayer aspirin) with Ethel Barrymore on 21 NBC-Blue stations, Wednesdays 8:30-9 p. m., both effective Feb. 3; *Waltz Time* (Phillips Milk of Magnesia) with Abe Lyman's orchestra on 21 NBC-Red stations, Fridays, 9-9:30 p. m., effective Feb. 5; *The Sweetest Love Songs Ever Sung* (Phillips Milk of Magnesia toothpaste) with Frank Munn on 21 NBC-Blue stations, Mondays, 8:30-9 p. m. Blackett-Sample-Hummert Inc., New York, has the accounts.

Ayer's Music Director

IN ADDITION to conducting the Ford Motor Co. program on the NBC-Blue network each Wednesday night Rex Chandler Goldthwaite has been appointed music advisor of N. W. Ayer & Son Inc. William Reddick has been added to the N. W. Ayer radio production staff and will be in charge of all production on the CBS Ford Sunday Evening Hour. Thomas Foley, formerly of the *New York American* and *Herald-Tribune*, has joined the publicity staff to promote the Ford programs. A report that Burt McMurtrie had joined the agency was denied.

MONTGOMERY WARD Co., Chicago (mail order house) has renewed its WBS transcription series through Ferry-Hanly Co. Inc., Kansas City, and added four more stations to the list (WSMK, Dayton; WSAU, Wausau, Wis.; WCAX, Burlington, Vt.; 4BC, Brisbane, Australia), making about 20 stations in the campaign.

November Volume Almost Equal to October's Record

Time Sales for 11 Months Are In Excess of 96 Millions

ALTHOUGH October radio advertising set an all-time peak, with the aid of political broadcasts, November time sales declined less than 1% from this level, according to the monthly review issued Jan. 14 by the NAB.

As compared with November, 1935, all portions of the medium showed increases with the exception of regional networks, the advance amounting to 39.1% for the month.

For the first 11 months of 1936, time sales amounted to $96,503,945, an increase of 22.4% over 1935, the NAB reported. Percentage increases were: National networks, 18.7%; regional networks, 28.9%; national nonnetwork, 41.2%; local, 15.1%.

November nonnetwork advertising rose 11% over October and 45% over the same month the year before. Clear channel and regional time sales rose 18.7% and 9.1% over October while local advertising fell off 3.5% over the previous month. Gains were spread over all parts of the nation, with all sizes of stations enjoying the upward movement from October and from November, 1935.

Gain in Disc Volume

VOLUME of transcription business gained 19.9% over October while live talent and announcement volume gained 7.6 and 10.8% respectively, with total record volume slipping 5.9%. Greatest gains occurred in transcription volume for the national nonnetwork field and local announcements.

Among sponsoring groups main increases occurred in national network confectionery, household equipment and financial, regional network toilet goods, national nonnetwork automotive, accessory, beverage, radio set and tobacco, and local automotive and soap as well as kitchen supply advertising. Total retail broadcast advertising rose 8.7% over October and 24% over November, 1935.

Total broadcast advertising for the month follows:

	Oct.	*Nov.*	*Cumulative Jan.-Nov.*
National Network	$6,722,926	$6,149,818	$53,558,419
Regional Network	154,979	122,725	1,268,396
National Non-network	2,401,800	2,873,200	21,680,160
Local	2,234,800	2,273,400	19,996,970
Total	$11,514,505	$11,419,143	$96,503,945

Spry's Fourth Series

LEVER Bros. Co., New York (Spry shortening) will start its fourth CBS network program on Jan. 18 on 42 CBS stations, Mondays through Fridays, 1:45-2 p. m. Program will be known as *Aunt Jenny's Real Life Stories* and will originate from New York. Contract is signed for 52 weeks and takes in stations throughout the East and Midwest. Sponsor has been using spot radio extensively to promote this new product but this is its first network effort. Ruthrauff & Ryan Inc., New York, has the account.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

JANUARY 4 TO JANUARY 13, INCLUSIVE

Decisions . . .

JANUARY 5

APPLICATIONS GRANTED:

KXRO, Aberdeen, Wash.—CP trans., studio sites, new equip., vert. radiator, increase D 100 to 250 w.

KGEZ, Kalispell, Mont.—CP new antenna, move trans. locally.

WNBZ, Saranac Lake, N. Y.—CP change equip.

WHAS, Louisville—CP move trans., new equip., vert. radiator.

WJTN, Jamestown, N. Y.—CP move trans., studio locally, new equip., vert. radiator, increase 50 to 100 w N 250 w D.

NEW, McNary & Chambers, College Park, Md.—CP exp. 1060 kc 100 w midnight to 6 a. m., for synchronization tests.

WLW, Cincinnati—CP change equip.

WJBK, Detroit—License for CP as mod. new equip.

WNEL, San Juan, P. R.—License for CP change equip., increase 500 w to 1 kw 2½ kw D 1290 kc unl.

KEHE, Los Angeles—License for CP move trans., studio, new equip., vert. radiator, increase 500 w 1 kw D to 1 kw 5 kw D unltd., 780 kc.

KFWB, Hollywood—License for CP new trans. site, vert. radiator, new equip., increase D 2½ to 5 kw unl.

KID, Idaho Falls, Id.—License for CP move trans., vert. radiator, increase 250 w 500 w D to 500 w 1 kw D unltd. 1320 kc.

KFXD, Nampa, Id.—License for CP new equip.

WABY, Albany—License for CP change trans., studio, new equip., vert. radiator.

WABI, Bangor, Me.—License for CP move trans., new equip., vert. radiator, increase D to 250 w.

WLBZ, Bangor—License for CP new equip.

KVOA, Tucson, Ariz.—License for CP as mod. new equip., vert. radiator, increase 500 w to 1 kw.

KSCJ, Sioux City, Ia.—License for CP change equip., increase D to 5 kw, 1 kw N.

WDBO, Orlando, Fla.—License for CP move locally, new equip., increase to 1 kw unl.

KLS, Oakland, Cal.—License for CP new equip.

WBLK, Clarksburg, W. Va.—Mod. CP change equip.

WMFR, High Point, N. C.—Vol. assign. license from Hart & Nelson to WMFR Inc.

WATL, Atlanta—Vol. assign. license from Toledo Brdcstg. Co. to Fort Industry Co.

WFTC, Kingston, N. C.—Mod. CP re equip.

WTAR, Norfolk—Mod. CP move aux. trans.

WNOX, Knoxville—Mod. CP new equip.

KFRO, Longview, Tex.—Mod. CP change equip.

WMIN, St. Paul—Mod. license from Edw. Hoffman to Edward Hoffman d/b WMIN Brdcstg. Co.

WJTN, Jamestown, N. Y.—License for CP change equip.

WEAN, Providence—License for CP 780 kc 1 kw unl. directional.

KRBC, Abilene, Tex.—License for CP new equip., increase D to 250 w.

W1XAL, Boston—Mod. license 10 to 20 kw.

APPLICATIONS DISMISSED:

NEW, Eastern Brdcstg. Co., Portland, Me.—CP 1210 kc 100 w unl.

WIOD, Miami—CP 970 kc 5 kw unl.

NEW, St. Petersburg C of C, Fla.—CP 1050 kc 5 kw ltd.

NEW, Carolina Adv. Corp., Florence, S. C.—CP 1200 kc 100 w unl.

WKZO, Kalamazoo—Exp. auth. 590 kc 250 w 1 kw LS unl.

APPLICATION DENIED—WQDM, St. Albans, Vt., temp. auth. 1390 kc 100 w pending installation new equip.

SET FOR HEARING—NEW, Malcolm H. Clack, Amarillo, Tex., CP 1500 kc 100 w unl.; NEW, Northern Brdcstg. Co., Traverse City, Mich., CP 830 kc 500 w D; NEW, Beaumont, Brdcstg. Assn., Beaumont, Tex., CP 1420 kc 100 w unl.; KMA, Shenandoah, Ia., before division, mod. license 1 to 5 kw N; WMBO, Auburn, N. Y., transfer control from Roy L. Albertson to Auburn Pub. Co.; WSAU, Wausau, Wis., mod. CP D to unl.

ACTION ON EXAMINERS' REPORTS:

NEW, Nathan N. Baure, Miami—CP 1420 kc 100 w unl., remanded to dockets.

WTJS, Jackson, Tenn.—Denied CP move trans., new equip., change 1310 to 920 kc increase 100 w 250 w D to 250 w 500 w D unl., sustaining Examiner Walker.

KTFI, Twin Falls, Id.—Granted renewal license 1240 kc 500 w 1 kw D unl., denied mod. license to 630 kc, sustaining Examiner Hill in part.

NEW, Clark Standiford, Visalia, Cal.—Denied CP 1310 kc 100 w unl., reversing Examiner Arnold.

NEW, Fred A. Baxter, Superior, Wis.—Granted CP 1200 kc 100 w unl., sustaining Examiner Dalberg.

WJBO, Baton Rouge, La.—Granted CP new equip., change 1420 to 1120 kc, increase 100 to 500 w, change unl. to spec., sustaining Examiner Dalberg.

NEW, Tulare-Kings Counties Radio Associates, Visalia, Cal.—Granted CP 1190 kc 250 w D, sustaining Examiner Hyde.

NEW, Eastern States Brdcstg. Corp., Bridgeton, N. J.—CP 1210 kc 100 w D.

NEW, Walker Jamar, Duluth—Denied CP 1200 kc 100 w unl., sustaining Examiner Irwin.

ORAL ARGUMENTS GRANTED—KVOS, Bellingham (2-4-37); NEW, Telegraph Herald, Dubuque, Ia.; NEW, Glenn Van Auken, Indianapolis; WSBT, South Bend, Ind.; NEW, Dr. F. P. Cerniglin, Monroe, La. (all 2-11-37); WHAT, Philadelphia (2-18-37).

MISCELLANEOUS—Hildreth & Rogers Co., Lawrence, Mass., denied petition asking denial motion Bay State Brdcstg. Corp. to reinstate applic. CP new station Providence 720 kc 1 kw ltd.; KVOE, Santa Ana, Cal., granted mod. CP change equip., site; NEW, Vincennes Newspapers Inc., Vincennes, Ind., granted postponement hearing applic. CP; NEW, H. W. Wilson, Ben Farmer, Wilson, N. C., denied reconsideration action setting for hearing applic. CP 1310 kc 100 w D, and grant same without hearing; NEW, Radio Enterprises, Lufkin, Tex., denied continuance hearing 2-5-37 on applic. CP 1310 kc 100 w D; KSD, St. Louis, granted petition for consolidation its applic. unl. time 550 kc and applic. KFUO to increase power and hours; NEW, Faith Brdcstg. Co., Wichita Falls, Tex., granted consolidated hearing three pending applic. new stations in Wichita Falls; WMBR, Jacksonville, Fla., granted intervention applic. Metropolis Co. for new station at Jacksonville 1290 kc 250 w unl., hearing set for 2-9-37; KTUL, Tulsa and KVOO, Tulsa, granted intervention applic. World Pub. Co., Tulsa, for CP 940 kc 1 kw N 5 kw D unl.; WJAS, Pittsburgh, denied continuance hearing applic. WATR CP 1290 kc 250 w unltd., set for 1-18-37 until date is set for WJAS applic. CP 5 kw N on 1290 kc; NEW, Richard M. Casto, Johnson City, Tenn., denied motion to receive deposition on applic. CP 1200 kc 100 w N 250 w D unl., and sustained opposition of W Hanes Lancaster & J. W. Birdwell, respondents.

RATIFICATIONS:

WTMV, E. St. Louis—Mod. CP new equip.

WSAN, Allentown—Mod. CP vert. radiator, trans. site.

WCBA, Allentown—Same.

KOCA, Kilgore, Tex.—Mod. CP trans., studio sites, new equip., vert. radiator.

KPLC, Lake Charles, La.—Mod. CP trans. site.

WTMJ, Milwaukee—Auth. transfer control from Lucius W. Nieman estate to Journal Co. and Faye McBeath.

KFNF, Shenandoah, Ia.—Ext. temp auth. simul.-WILL 8-11 a. m. except Sun., during January.

WINS, New York—Granted temp. auth. operate 7:15-7:30 p. m. during January.

WSYB, Rutland, Vt.—Granted temp. auth. 9-10 a. m. during January.

WHBF, Rock Island, Ill.—Granted extension temp. auth. main studio at Moline during January.

KALE, Portland, Ore.—Ext. temp. auth. unl. pending construction radiator.

KGFG, Oklahoma City—Mod. CP trans., studio site, approval vert. radiator.

Pottsville News & Radio Corp. granted right to intervene applic. Schuylkill Brdcstg. Co., Pottsville, Pa. for CP; WTNG granted right to intervene applic. Trenton Times for CP; WRR granted right to intervene applic. Oak Cliff-Dallas County Brdcstg. Co., for CP; Sunbury Brdcstg. Co. permitted to file answer to notice of appearance submitted by John H. Steager Jr. (WBAX); WJTN and WKOK denied motions to strike appearance, default and deny applic. WBAX for mod. license; New England Radio Corp. denied amendment to applic. CP Bridgeport from 1420 to 1190 kc; KSD, St. Louis, granted mod. license to permit it to radiate 70% of entire effective field with 1 kw N in direction of WKRC; WHBI, Newark, granted modif. license re antenna; KGFG denied temp. auth. unltd. time 1370 kc for 30 days; WDNC, Durham, N. C., applic. for CP, denied 9-22-36, reinstated; City of Dallas granted petition intervene applic. A. L. Chilton for CP, and postponement hearing; KRLD, Oak Cliff-Dallas County Brdcstg. Co., Dallas Brdcstg. Co. granted petitions intervene applic. A. L. Chilton.

JANUARY 6

NEW, A. W. Hayes, Erie, Pa.—Dismissed petition to set aside order of Broadcast Division, reopen, and remand for hearing de novo. Petitioner sought CP 1270 kc, 500 w 1 kw LS unl.

WBBC, Brooklyn—Granted petition for hearing de novo before full commission to be continued to 3-18-37.

APPLICATIONS GRANTED:

JANUARY 12

WMC, Memphis—CP move aux. trans.

WACO, Waco, Tex.—License for CO new equip., antenna.

KRNR, Roseburg, Ore.—License for CP increase to 100 w 250 w D unl. 1500 kc.

WCBS, Springfield, Ill.—License for CP change trans. site, equip., vert. radiator.

WBLY, Lima, O.—License for CP new station 1210 kc 100 w D.

WCBM, Baltimore—License for CP move trans., new equip.

KOMO-KJR, Seattle—License for CP change equip., move aux. trans.

KLAH, Carlsbad, N. M.—License for CP new station 1210 kc 100 w unl.

WKY, Oklahoma City—License for CP new equip., vert. radiator, increase D to 5 w.

KBST, Big Spring, Tex.—License for CP 1500 kc 100 w unl.

WSAR, Fall River, Mass.—License for CP new equip., directional antenna, increase to 1 w 1450 kc unl.

KVGB, Great Bend, Kan.—Mod. CP trans. site.

KSO, Des Moines—Mod. CP change equip.

WPRP, Ponce, P. R.—Mod. license added 3 hours Sunday.

WBNX, New York—Mod. license to WBNX Brdcstg. Co. Inc.

KDON, Del Monte, Cal.—Mod. license change studio locally in Monterey.

SET FOR HEARING—NEW, Salinas Newspapers Inc., Salinas, Cal., CP 1390 kc 250 w D; NEW, Seaboard Investment Co. Inc., Montgomery, Ala., CP 610 kc 250 w 500 w D unl.; NEW, Robert Raymond McCulla, Oak Park, Ill., CP 1500 kc 100 w D; NEW, R. W. Page Corp., Columbus, Ga., CP 610 kc 250 w unl.; NEW, Central Brdcstg. Corp., Centralia, Wash., CP 1440 kc 500 w unl.; KGLO, Mason City, Ia., CP increase 100 to 250 w D; KDB, Santa Barbara, Cal., amended CP move trans., studio, new equip., antenna, change 1500 to 1220 kc increase 100 w 250 w D to 500 w unl.; WRBL, Columbus, Ga., mod. DP vert. radiator, change 1200 to 950 kc, increase 100 w 200 w D to 250 w 500 w D; KADA, Ada, Okla., mod. license 100 w D to unl.; WIBA, Madison, Mis., mod. license eliminate directional antenna N, increase N 1 to 5 kw; KFVD, Los Angeles, mod. license 1000 to 990 kc; WHBB, Selma, Ala., vol. assign. license to Selma Brdcstg. Co. Inc.

APPLICATIONS DENIED—WBCM, Bay City, Mich., denied temp. auth. unl. D 1 kw pending final disposition of protest filed in opposition to above grant.

APPLICATION DISMISSED—KGFI, Corpus Christi, Tex., CP 1330 kc 500 w unl.

SPECIAL AUTHORIZATIONS—KFNF, Shenandoah, Ia., extension temp. auth. Simul.-WILL spec, hours February; WOW, Omaha, extension temp. auth. 5 kw N; KGFX, Pierre, S. D., extension temp. auth. Mrs. Dana McNeil to operate station; Journal Co., Milwaukee, granted request take depositions; KDB, Santa Barbara, granted extension time to file exceptions; Michael F. Murray granted petition to extend time to file exceptions.

ACTION ON EXAMINERS' REPORTS:

NEW, Century Brdcstg. Co. Inc., Richmond, Va.—Denied CP 1370 kc 100 w D, sustaining Examiner Bramhall.

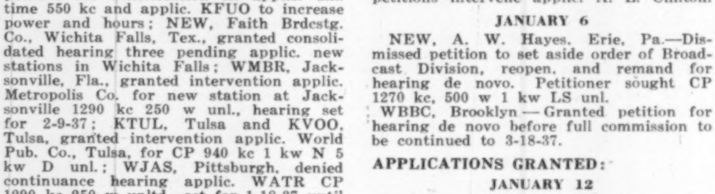
WMBG, Richmond, Va.—Granted CP new equip., move trans., change 1210 to 1350 kc, hours from unl. except Sun. to unl.; increase .00 w 250 w D to 500 w, reversing Examiner Bramhall.

WPHR, Petersburg, Va.—Granted renewal, sustaining Examiner Bramhall; granted CP move trans., studio from Petersburg to Richmond, reversing Examiner Bramhall.

NEW, Petersburg Brdcstg. Co., Petersburg, Va.—Denied CP 880 kc 500 w D (facilities WPHR), sustaining Examiner Bramhall.

NEW, Times Dispatch Pub. Co., Richmond, Va.—Granted CP 1500 kc 100 w unl., reversing Examiner Bramhall.

MISCELLANEOUS—NEW, Philadelphia Radio Brdcstg. Corp., Philadelphia, granted petition intervene applic. Trenton Times for new station in Trenton and applic. Mid-Atlantic Corp. for new station in Washington; WOKO, Albany, granted auth. intervene applic. Hearst Radio CP new station in Albany; WABY, Albany, same; WMT, Cedar Rapids, auth. intervene hearing Waterloo Times-Tribune Pub. Co. applic. CP station in Waterloo; WJAX, Jacksonville, granted petition intervene applic. WMBR CP change freq. etc.; KGDY, Huron, S. D., denied request extension Rule 132; NEW, Hammond-Calumet Brdcstg. Corp., Hammond, Ind., granted auth. take depositions; NEW, North Ga. Brdcstg. Co., Rossville, Ga., granted continuance hearing; WTAM, Cleveland, reconsidered action 11-10-36 granting WCAZ applic. increase D power without hearing and set it for hearing; WCBD, Waukegan, Ill., auth. transfer control (new order entered); NEW, S. H. Patterson, Denver, denied dismissal without prejudice applic. CP, denied reinstatement



SHORT-WAVE TUNING—A whimsical reader of *World Radio*, BBC weekly, submitted this "simple method for tuning in those elusive short-wave stations." The mechanical setup is not complicated.

of applic.; KGBX, Springfield, Mo., denied reconsid., grant without hearing CP move studio, change equip., increase power, etc.; WREN, Lawrence, Kan., granted postponement hearing applic. WCAE renewal license, set for 2-3-37 pending action on WREN applic. transfer control; NEW, John S. Baun, Waco, Tex., denied postponement hearing applic. CP; WLBC, Muncie, Ind., granted permission join oral argument Ex. Rep. I-240, on applic. Continental Radio Co. for CP Columbus; NEW, Pee Dee Brdcstg. Co., Florence, S. C., granted motion dismiss without prejudice applic. CP Florence; KFBB, Great Falls, Mont., reconsid. action 9-22-36 desig. applic. renewal license for hearing and dismissed same from docket; NEW, Twin City Brdcstg. Co. Inc., Lewiston, Me., granted petition consider and receive answer as respondent to applic. Cumberland Brdcstg. Co., Portland, Me., for CP new station; NEW, Harold F. Gross & Edmond C. Shields, Saginaw, Mich., and WBCM, Bay City, Mich., suspended order 11-10-36 granting without hearing applic. WBCM mod. license increase power and set for hearing, also denied motion WBCM to dismiss and strike protest of Gross & Shields, who have applic. new station at Saginaw.

Examiners' Reports . . .

WOAI, San Antonio (Southland Industries Inc.)—Examiner Seward recommended (I-337) that applic. transfer control of corporation to CBS Inc. be denied.

NEW, Sweetwater Brdcstg. Co., Sweetwater, Tex.—Examiner Hyde recommended (I-331) that applic. CP 1310 kc 100 w D be granted.

NEW, Nolan S. Walker, Canton, O.; WHBC, Canton—Examiner Dalberg recommended (I-332) that applic. Nolan S. Walker for CP 1200 kc 100 w 250 w LS be denied; that applic. WHBC for renewal license be granted; that applic. Edward P. Graham for consent vol. assign. license and CP of WHBC to Ohio Brdcstg. Co. be granted; that applic. WHBC for mod. CP to 1200 kc 100 w 250 w LS spec. be granted.

NEW, A. Frank Katzentine, Miami Beach, Fla.—Examiner Bramhall recommended (I-333) that applic. CP 1500 kc 100 w unl. be granted.

NEW, Clarence C. Dill, Washington—Examiner Bramhall recommended (I-334) that applic. CP 1390 kc 1 kw unltd. be granted.

Applications . . .

JANUARY 6

WTAQ, Green Bay, Wis.—CP new trans., increase 1 kw to 1 kw 5 kw D amended to directional D.

NEW, C. P. Sudweeks, Spokane—CP 950 kc 500 w 1 kw D unltd.

NEW, Peoples Forum of the Air, Helena, Mont.—CP 1210 kc 100 w unl.

KDON, Monterey, Cal.—Mod. license move studio to Monterey.

KSUB, Cedar City, Utah—Mod. CP new station asking changes antenna, trans., studio sites.

JANUARY 8

WBAL, Baltimore—Extension exp. auth. change hours from S-WTIC to D Simul.-KTHS 1060 kc and LS-9 p. m. unltd. 1060 kc, Synchro-WJZ 760 kc 9 p. m. 2½ kw directional.

WTIC, Hartford—Extension exp. auth. change 1060 to 1040 kc, hours from S-WBAL to Simul.-KRLD (unltd.).

WCKY, Covington, Ky.—CP new equip., increase 5 to 50 kw D & N, amended to 10 kw.

WLW, Cincinnati—Extension exp. auth. 500 kw directional N.

NEW, James R. Doss Jr., Mobile—CP 1500 kc 100 w D.

NEW, John C. Hughes, Phoenix City, Ala.—CP 1310 kc 100 w D.

KARK, Little Rock, Ark.—License for CP as mod. new equip., increase power, move trans.

KRLD, Dallas—Extension exp. auth. Simul.-WTIC.

KTHS, Hot Springs, Ark.—Extension exp. auth. change 1040 to 1060 kc, S-KRLD to Simul.-WBAL D, suspend until 8 p. m., and unltd. 8 p. m. to midnight.

KWHK, Shreveport, La.—Extension exp. auth. 1100 kc unltd., directional.

WACO, Waco, Tex.—License for CP new trans., antenna.

WATL, Atlanta—Mod. CP new equip., change antenna, increase power, move trans., asking further changes equip., antenna.

GATES Manufacturers of

Everything in Speech—Remote—Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

Kendrick-Jaquier Quit

WITH both D. E. (Plug) Kendrick and L. L. (Jake) Jaquier having left the staff of WIRE, Indianapolis, recently purchased by the E. C. Pulliam newspaper interests of Indiana, Mr. Pulliam announced Jan. 13 that Robert Bausman, formerly advertising manager of the *Vincennes Sun-Commercial*, a Pulliam newspaper, has become commercial manager of the station. Mr. Pulliam himself will hold the title of manager. H. R. Makelim remains as local sales manager. The only other staff change was the promotion of Earl Lewis to chief engineer, succeeding Odes E. Robinson, resigned. Mr. Kendrick is understood to be negotiating for the purchase of another station, having sold his interest in WIRE along with that of W. E. Vogelback.

Burdett College on CBS

BURDETT COLLEGE, Boston (business courses) on Jan. 12 started a series of talks by H. M. Rasley under the title *Finding Yourself*, using three CBS New England stations (WEEI, WLBZ, WORC), Tuesdays, 6:15-6:30 p. m. Contract is signed for 26 weeks through N. W. Ayer & Son Inc., New York.

WJDX, Jackson, Miss.—CP change equip., antenna, increase D to 5 kw.

WSB, Atlanta—CP change trans., antenna, increase 50 to 500 kw.

WWL, New Orleans—Extension exp. auth. unltd.

KFAB, Lincoln, Neb.—Extension exp. auth. synchronize with WBBM LS to midnight.

KOVC, Valley City, N. D.—Vol. assign. license George B. Bairey to KOVC Inc.

KRMC, Jamestown, N. D.—Mod. CP new station 1310 kc 100 w Simul. D & Sh. N KFOX, asking auth. new trans., increase D to 250 w, approval antenna.

KIRO, Seattle—Extension exp. auth. 710 kc 1 kw unltd.

KPPC, Pasadena, Cal.—License for CP change equip.

KRE, Berkeley, Cal.—CP new trans., antenna, change 1370 to 1440 kc, increase 100 w 250 w D to 1 kw, move studio, trans. locally.

JANUARY 11

WNAC, Boston—Mod. license Shepard Brdcstg. Service Inc. to Yankee Network Inc.

WBRC, Birmingham—CP new trans., vert. antenna, increase 1 kw to 1 kw 5 kw D.

KSTP, St. Paul—CP change trans. equip.

NEW, Western Union College, Le Mars, Ia.—CP 1210 kc 100 w 250 w D unl.

KROC, Rochester, Minn.—Auth. transfer control of corp.

NEW, Earle Yates, Las Cruces, N. M.—CP 1500 kc 500 w D, amended to 930 kc 500 w D.

KFEL, Denver—CP vert. antenna, increase 500 w to 1 kw, change Sh.-KVOD to unl.

Record Piano Music at 33⅓ R.P.M.

with UNIVERSAL
Professional Recording Machine

New, improved design—Superlative performance—Solid, heavy—Precision machined—16-in. distortion proof turntable disc—Constant speed rim drive—110-volt AC 100% synchronous reversible motor—Individually calibrated timing bar provides for both 33⅓ and 78 r.p.m. at 90, 110 and 130 lines per in.—Solid steel bar slide—The climax of four years of research and experiment.

UNIVERSAL MICROPHONE CO., LTD.,
424 Warren Lane Inglewood, Calif., U.S.A.

Texas Station Shifts

W. W. (Bill) ROBERTSON, engineer in charge of construction of KRBC, Abilene, KPLT, Paris, and KBST, Big Spring, Tex., has been named manager of the Abilene station, while retaining his duties as technical supervisor of the three. Howard Barrett is KRBC commercial manager. Weldon Jeffus, of the KRBC technical staff, has been transferred to KPLT as chief engineer, and E. I. McKinney, of KRBC, has been transferred to KBST as chief engineer. New members of the technical staff of KRBC are Andy M. Jones and Ligon Baird. KRBC is affiliated with the *Abilene Reporter* KBST with the *Big Spring Herald* and KPLT with the *Paris News*.

Joins Radio Workshop

MRS. HENRY VAN LOON, who formerly conducted a children's program on NBC and who is a daughter of Henrik Willem Van Loon, author, historian and radio commentator, early in January joined the WPA Federal Radio Educational Project in New York to prepare a series of scripts on the functions of local government for inclusion in the Federal Radio Workshop's script exchange. She will study the various brances of a typical American city, write scripts that can be adapted to any locality, broadcast them over a local station for test and then make the scripts available to schools and colleges for local broadcast purposes.

Ayres Heads FTC

WILLIAM A. AYRES, member of the Federal Trade Commission since June 30, 1934, has been named chairman of the FTC, effective Jan. 1. He succeeds Commissioner Charles H. March under the plan of annual rotation of the chairmanship. Chairman Ayres resigned from the House of Representatives in 1934 to accept the FTC appointment. He had served 18 years as a member of Congress from the Kansas district which includes Wichita, his home.

WHEN a transport plane crashed into a mountain near Los Angeles Jan. 13, killing two and injuring nine, Don Lee network was on the air in a few minutes from the scene of the wreckage.

CBS Invites Press

IN CONNECTION with President Roosevelt's inauguration in Washington on Jan. 20, John C. Gude, CBS director of publicity, has invited all radio columnists in the New York metropolitan area to Washington as guests of CBS. Group will leave New York, Jan. 19 and return on the night after the Inaugural. Mr. Gude invited a similar group to President Roosevelt's inaugural in March, 1933.

MR. E. H. RIETZKE
PRESIDENT OF CREI

Have YOU A Right To SUCCEED IN RADIO?

● Professional Radiomen can acquire the necessary additional ABILITY by home-study training in their spare time. The CREI courses in PRACTICAL RADIO ENGINEERING are practical . . . and have been thoroughly tested and proved in all branches of the industry.

● Just as so many typesetters lost their jobs with the advent of the Linotype machine . . . so will many Radiomen find themselves left behind if they do not equip themselves and look ahead to the new radio developments that demand the attention of highly skilled technicians.

WRITE FOR FREE COPY OF CREI "TESTED PLAN" FOR RADIOMEN

—an informative and illustrated booklet for ambitious men who want to improve their positions in the broadcast field.

CAPITOL RADIO ENGINEERING INSTITUTE
Dept. B-1
Washington, D. C. 14th & Park Rd.
New York City 29 Broadway

CREI

TRUE . . as a Bell

Every Piezo Electric Crystal leaving our laboratory is ground to an accuracy of BETTER than .01% . . . assuring you of *Accurate Frequencies*. Use a Scientific Radio Service Crystal in your transmitter. Remember . . . THE BEST COSTS LESS!

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be "LESS THAN THREE CYCLES" per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90
Approved by F.C.C.

Write to Dept. B-172 for price list.

Scientific RADIO SERVICE
124 Jackson Ave. University Park, Hyattsville, Md.

Merchandising & Promotion

Dogs and Radio—Sunday in Daytona—Swift Jingles—Net Shift Promotion—Sinclair's Millions

CHAPPEL BROS. Inc., Rockford, Ill. (Ken-L-Ration dog food), on Jan. 18 will start a daily five-minute program on WOR, Newark, offering to send a health chart free to any dog owner, who is urged to give his dog a rating according to the eight points listed on the chart and then to put his pet on an exclusive diet of Ken-L-Ration for 60 days, at the end of which period he should give the animal a second rating and send the chart back to the sponsor, who claims that most dogs will show a marked improvement as a result of this scientific diet.

C. Wendel Muench, head of C. Wendel Muench & Co., Chicago, Chappel's agency, said that the WOR broadcasts are being used as a test of radio's pulling powers with an offer that has been extremely successful in newspapers. During the period of the test (13 weeks) no newspaper copy will be used in the New Jersey cities where WOR has a consistently large listening audience, so that the sales of Ken-L-Ration in those cities may be checked against similar markets in which the advertising appears in newspapers.

* * *

NBC on Dec. 30 sent a memo to all employes in New York suggesting that they send out ten postcards describing *Metropolitan Opera* broadcasts, sponsored on NBC-Blue Saturday afternoons by the parent corporation, RCA. The postcards carried a photograph of the golden horseshoe on one side and a program message on the other.

* * *

KWKH-KTBS, Shreveport, La., in their house organ *On the Level* quote BROADCASTING, Dec. 15 issue, in its prediction that "radio, riding a wave of public acclaim and advertising demand, will take 1937 by a landslide." The stations' monthly tabloid presents market data in considerable detail as well as articles about new accounts.

* * *

DURING an entire week WNOX, Knoxville, surveyed the audiences to its 75-minute *Merry-Go-Round*, a daily feature for which 10 cents admission is charged, and found that persons from 90 towns outside Knoxville were in attendance. They represented 20 states besides Tennessee and 42 towns outside the state.

* * *

WMFJ, Daytona Beach, Fla., broadcasts a Sunday afternoon period in which Ed Sims, commercial manager, explains to specified would-be sponsors that here is the spot for commercials when the program is on a sponsored basis. Title of the series is *A Program for Sale.*

* * *

WDRC, Hartford, has issued a striking wire-bound illustrated brochure carrying a history of the station, description of new studios, coverage and program data, market statistics, photographs of various Hartford industries, list of clients and rate card.

SWIFT & Co., Chicago (All Sweet margerine), has extended the announcement campaign launched last fall in the South and Southwest and has also increased the frequency of the announcements. The new schedule calls for six announcements weekly from Jan. 11 to March 1; 16 announcements weekly from March 1 to March 12; 9 announcements weekly from March 12 to April 2; and six announcements weekly from April 5 to May 14. Stations are: WAPI, WALA, WJAX, WQAM, WFLA-WSUN, WSB, WBT, WGST, WTOC, KWKH, WWL, WJDX, WWMC, WPTF, WIS, WFAA, KTRH, WOAI, KTHS, WIBW, KFH, WSFA, KARK. Results from the first jingle contest are reported to have been exceptionally fine and a second such contest will be begun shortly. J. Walter Thompson Co., Chicago, is the agency.

* * *

PROCTER & GAMBLE Co., Cincinnati, on its Ivory soap programs, *The O'Neills*, on both NBC-Red & Blue networks Mondays through Fridays and on NBC-Blue *Gospel Singer* program each Tuesday and Thursday, on Jan. 18 will inaugurate a six-weeks letter contest. Ten Pontiac two-door sedans will be awarded each week for the 10 best 25-word letters submitted on the subject *I like Ivoru soap because. . . .* With each Pontiac winners will receive a Pontiac auto radio and 1,000 gallons of Texaco gasoline. There will be 10 second prizes each week of $50; 50 third prizes of $5; 100 fourth prizes of $2.50. To every dealer who helps a contestant win a first prize, $50 will be awarded.

All contestants must attach a wrapper from one large and one medium bar of Ivory soap along with the letter. No limit is placed on the number of entries so long as wrappers accompany each letter. Name and address of the dealer selling the soap must also be submitted. Prize winners will be announced on *The O'Neills* program shortly after each contest closes. All letters must be addressed to the sponsor's Cincinnati office which has a special box number. Color pages in all the leading national magazines are also to be used to promote the contest. Blackman Adv. Inc., New York, has the Ivory account.

* * *

A SPECIAL package containing a bottle of Campana's Italian Balm and a can of Listerine toothpowder was introduced through retail druggists early this month. Dual deal is advertised on the *First Nighter* and *Grand Hotel* radio programs, broadcast on NBC-Red on Friday nights and Sunday afternoons respectively under the sponsorship of Campana Sales Co., Batavia, Ill., and in newspaper space. Agencies of both accounts, Aubrey, Moore & Wallace Inc., Chicago (Campana), and Lambert & Feasley, New York (Listerine), are cooperating in promoting the combination package.

REALIGNMENT of Pacific Coast broadcasting at the end of December and early in January resulted in a heavy advertising schedule, with newspapers and magazines reaping a financial harvest. CBS bought space in 44 California newspapers to announce its switch from the Don Lee Broadcasting System to KNX, Hollywood, and KSFO, San Francisco. Opening newspaper announcement appeared in full-page size in a list of 33 publications, including all California metropolitan dailies. In addition, 400-line copy appeared in a supplementary list of smaller city papers. Campaign, which started Dec. 29, date of the switchover, will continue for three weeks in daily and Sunday newspapers of the principal California cities. Street car dash cards were used in San Francisco and Los Angeles. Billboards were also utilized in those cities as well as in Oakland, and spot announcements made over both stations.

Direct-mail was used to notify selected groups such as schools, parent-teachers associations, women's clubs and other organizations interested in CBS educational and cultural programs. Trade publications came in for their share and *Sunset Magazine*, Pacific Coast home and garden publication, had a full page ad. This is said to be the first time this magazine has been used by a network. Campaign was planned and directed by Victor Ratner, CBS sales promotion manager in New York. KSFO, acting independently of CBS, ran an advance series of teaser cartoon ads in San Francisco bay region newspapers.

Welding of the Don Lee-Mutual Broadcasting Systems, was promoted by throw-aways, trade publications and national class magazines. Direct mail was also utilized and numerous spot announcements made over KFRC, San Francisco; KHJ, Los Angeles and other stations of the network.

Hearst Radio Inc., announced affiliation of KYA and KEHE with McClatchy's KFBK, KWG, KMJ and KERN, as the California Radio System, in a series of large size teaser ads in the Hearst newspapers of that state. Full-page announcements were also bought by Hearst Radio Inc. in the three McClatchy papers as well as two Stockton papers and also trade publications. Direct mail was another media used.

NBC bought space in the McClatchy and Stockton papers and in various national trade publications and class magazines to announce affiliation of the four McClatchy stations with the network. Full-page announcements were also used in San Francisco and other metropolitan California newspapers by McClatchy for the same purpose. They also issued special 32 page, three color supplementary sections, devoted exclusively to radio, in their publications—*Sacramento Bee, Modesto Bee,* and *Fresno Bee,*—to announce not only affiliation with NBC, but also the new California Radio System.

* * *

LISTENERS to Bob Evans' *Hot Stove League* on WGAR, Cleveland, who give best answers to baseball questions join Evans on the Friday night program. At the conclusion of the series four winners will be given tickets for the Cleveland baseball club's opening game.

ALL DRESSED UP—Joan Kay, the Sally Mae of the Independent Grocer's Alliance program *One Girl in a Million*, is decked out in some of the 11,000 labels that poured into IGA headquarters in response to an offer of a photograph for a label from a coffee can. The transcribed series is broadcast three times a week on 15 stations.

THE *Kroger Community Sing*, sponsored by Kroger Grocer & Baking Co., on WOOD-WASH, direct from the stage of the B. F. Keith Theatre in Grand Rapids, advertises the program by theatre "trailers", notice inserted in the theatre's advertising, banners in every Kroger store in Western Michigan and lapel buttons on the coats of every Kroger clerk, station "promotionals" plugging both the theatre show and the broadcast. Prizes of turkeys, baskets of food, packages of coffee, and cakes are awarded individuals who sing loudest and theatre passes to the entire row singing the loudest. The theatre audience has been built up to capacity on an otherwise "light" night, and there has been a huge response to the special one-day sale items, which are featured each week on the commercial announcements during the broadcast.

* * *

NBC has published a promotion piece detailing success of Sinclair Refining Co.'s football season broadcasts featuring Red Grange. During the 11-week series 3,141,827 motorists sent entry blanks for the football score-guessing contest, it is stated, and Sinclair sales increased substantially over 1935 and the gain was above that for the industry as a whole. Entry blanks were given out only at Sinclair service stations.

* * *

WLBC, Muncie, Ind., during the Jan. 17-23 week will open its facilities to popular criticism, giving the audience a part in the station's policies for the year. The campaign is called "WLBC Annual Letter Week". Local official, civic and religious groups are aiding, as well as newspaper editors in 33 cities. Three special programs a day are scheduled during the week.

XUM

AT HOME

Mr. and Mrs. Consumer

★

The latchstring is always out to **WLW** in those thousands of American homes where they turn first to "the Nation's Station" for consistently fine program entertainment.

Successful radio advertisers appreciate the value of such a favorable entrée for their products . . . they use **WLW** . . . year in and year out.